

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER, 198

## EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	13.8	15.2	13.2	12.9		14.1	13.4	13.8	12.8	14.8	14.1	11.3	13.0
NO. OF PROGRAMS†	7	9	21	6	IFR	7	19	29	23	33	56	35	91

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM						WEEKEND DAYTIME		
	Informational(1)										Sports		
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.7	9.9	3.9	6.3	5.0	4.0	4.4	6.6	5.7	4.9	8.1	5.5	7.5
NO. OF PROGRAMS†	3	3	10	14	9	6	14	12	26	36	10	4	14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 16, 1984

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	E/R-SPECIAL(S)	23.0	19,530
2	NBC SUNDAY NIGHT MOVIE#	22.8	19,360
3	MISS AMERICA PAGEANT(S)	22.1	18,760
4	SPECIAL MOVIE PRSNT-SUN(S)	19.5	16,560
5	HAWAIIAN HEAT#	19.1	16,220
6	ABC SUNDAY NIGHT MOVIE#	18.5	15,710
7	60 MINUTES	18.3	15,540
8	NFL MONDAY NIGHT FOOTBALL	17.9	15,200
9	CBS SPECIAL MOVIE PRSNT(S)	17.6	14,940
10	A TEAM	17.2	14,600

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
11	JEFFERSONS#	16.7	14,180
11	RIPTIDE#	16.7	14,180
13	ALICE#	16.4	13,920
14	CAGNEY & LACEY	16.1	13,670
14	NEWHART	16.1	13,670
16	KATE & ALLIE	16.0	13,580
16	SIMON & SIMON	16.0	13,580
18	GLITTER#	15.9	13,500
19	TRAPPER JOHN, M.D.#	15.5	13,160

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1984 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
•EVENING																											
A TEAM				46	201	203	97	97	A	17.2	30	1460	ABC WRLD NEWS TONIGHT-SUN				37	155	161	84	87	A	7.4	16	628		
1	TUE.	8.00P	60	NBC A					B	21.1	33	1791	SUN.				6.30P	30	ABC N				B	7.4	14	628	
2	TUE.	8.30P	60										AFTERMASH				5		180		94	A	7.1	12	603		
ABC BUSINESS BRIEF-MON				12	213		99		A	18.1	32	1537	2 TUE.				8.30P	30	CBS CS			B	7.3	14	620		
1	MON.	10.55P	1	ABC N					B	14.7	22	1248	AIRWOLF				2		191		92	A	8.3	16	705		
ABC BUSINESS BRIEF-WED				30	145	183	86	95	A	13.1	23	1112	2 SAT.				8.00P	60	CBS A			B	7.1	15	603		
WED.	8.58P	1	ABC N						B	17.3	29	1469	ALICE				23	201		98	A	16.4	26	1392			
ABC BUSINESS BRIEF-FRI				27	153	201	86	97	A	12.3	23	1044	1 SUN.				9.30P	30	CBS CS			B	15.6	25	1324		
1	FRI.	8.43P	1	ABC N					B	14.7	26	1248	BARBARA WALTERS SPECIAL(S)					188		95	A	14.6	25	1240			
2	FRI.	8.41P	1										2 MON.				8.00P	60	ABC CC								
ABC MOVIE SPECIAL(S)						196		99	A	14.8	25	1257	BENSON				37		201		97	A	14.5	27	1231		
2	TUE.	9.00P	120	ABC FF									2 FRI.				8.00P	30	ABC CS			B	15.0	27	1274		
ABC NEWS CLOSEUP(S)					203		99		A	9.2	16	781	BLUE THUNDER				8	176		92	A	8.9	17	756			
1	TUE.	8.00P	180	ABC DN									1 FRI.				9.00P	60	ABC A			B	10.5	19	891		
ABC NEWSBRIEF-M-F				217	196	203	96	98	A	14.8	25	1257	BOSOM BUDDIES				6	181	174	92	90	A	11.9	22	1010		
1	M & TH	8.58P	1	ABC N					B	15.1	24	1282	SAT.				9.00P	30	NBC CS			B	10.3	20	874		
1	TUE.	10.22P	1										BOYS IN BLUE(S)					197		96	A	15.4	26	1307			
1	W & F	9.58P	1										1 SUN.				8.00P	60	CBS OP								
2	MON.	8.58P	1										BUGS BUNNY MYSTERY SPEC.(S)					192		95	A	8.6	15	730			
2	TUE.	9.53P	1																								
2	W & TH	9.58P	1																								

2 FRI.	10.01P	2											2 FRI.	8.30P	30	CBS EA		199	195	99	98	A	16.1	28	1367																
ABC NEWSBRIEF-SAT.												43	207	203	99	98	A	12.2	22	1036	CAGNEY & LACEY												16								
1 SAT.	9.57P	1	ABC N									B	16.5	29	1401	MON.												10.00P	60	CBS OP			B	16.2	27	1375					
2 SAT.	9.57P	2														CALL TO GLORY												2	191		92	A	14.7	26	1248						
ABC NEWSBRIEF-SUN.												43	208	202	99	97	A	13.9	23	1180	1 MON.												8.00P	60	ABC GD			B	21.4	38	1817
1 SUN.	10.00P	1	ABC N									B	18.2	29	1545	CBS EVENING NEWS-RATHER												229	201	204	98	99	A	11.1	23	942					
2 SUN.	10.52P	1														M-F												6.30P	30	CBS N			B	12.5	24	1061					
ABC NFL FOOTBALL SPECIAL(S)													208		99		A	13.6	26	1155	CBS REPORTS(S)													147		88	A	6.2	11	526	
1 THU.	9.00P	192	ABC SE													1 TUE.												8.00P	60	CBS DN											
ABC NFL FOOTBALL SPECIAL(S)														205		98	A	9.5	18	807	CBS SAT. NEWS-SCHIEFFER												37		162		87	A	8.4	19	713
2 SUN.	9.00P	215	ABC SE													2 SAT.												6.30P	30	CBS N			B	8.8	19	747					
ABC SAT. MORNING PREVIEW(S)													156		90		A	8.5	18	722	CBS SATURDAY NIGHT MOVIE												16		195		98	A	9.8	18	832
1 FRI.	8.00P	30	ABC EA													2 SAT.												9.00P	120	CBS FF			B	9.1	18	773					
ABC SPORTS UPDATE-SAT												43	208	207	99	99	A	10.8	21	917	CBS SPECIAL MOVIE PRSNT(S)													201		99	A	17.6	33	1494	
1 SAT.	8.51P	1	ABC SN									B	14.8	27	1257	1 FRI.												9.00P	120	CBS FF											
2 SAT.	8.58P	1														CBS TUESDAY NIGHT MOVIES												31		196		95	A	10.7	18	908					
ABC SPORTS UPDATE-SUN												41	205	198	98	97	A	13.7	23	1163	2 TUE.												9.00P	120	CBS FF			B	14.2	23	1206
1 SUN.	8.32P	1	ABC SN									B	16.5	26	1401	CBS WEDNESDAY NIGHT MOVIE												39	199	196	99	98	A	13.2	23	1121					
2 SUN.	8.34P	1														WED.												9.00P	120	CBS FF			B	12.1	20	1027					
ABC SUNDAY NIGHT MOVIE												35	208		99		A	18.5	32	1571	CFA COLLEGE FOOTBALL SP(S)													202		99	A	8.8	17	747	
1 SUN.	9.00P	147	ABC FF									B	19.5	31	1656	1 SAT.												8.00P	208	ABC SE											
ABC WORLD NEWS TONIGHT												220	199	204	97	99	A	9.6	20	815	CHEERS												33		209		98	A	12.8	21	1087
1 MON.	7.00P	30	ABC N									B	10.3	19	874	2 THU.												9.00P	30	NBC CS			B	14.7	23	1248					
1 TU-F	6.30P	30														COMEDY ZONE												2	185		95	A	10.7	22	908						
2 M-F	6.30P	30														1 FRI.												8.00P	60	CBS CS			B	9.7	20	824					



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



2 TUE.	11.30P	30	CBS P		B	3.4	10	289	2 FRI.	12.39A	43									
CBS NEWS NIGHTWATCH-1		210		68	A	1.2	13	102	SATURDAY NIGHT			40	197	194	98	98	A	5.0	19	425
1 M-THSU	2.00A	30	CBS N		B	1.4	15	119	1 SAT.	11.30P	82	NBC GV					B	7.0	21	594
2 MWTHSU	2.00A	30							2 SAT.	12.33A	80									
CBS NEWS NIGHTWATCH-2		230		101	A	1.1	22	93	TONIGHT SHOW			225	200	200	99	99	A	5.8	19	492
M-THSU	2.30A	210	CBS N		B	1.2	23	102	1 MON.	12.00M	60	NBC GV					B	6.6	21	560
CBS SUNDAY NEWS-OSGOOD		46		140	A	7.2	16	611	1 TU-TH	11.30P	60									
1 SUN.	11.00P	15	CBS N		B	5.8	12	492	1 FRI.	11.46P	60									
2 SUN.	11.20P	15							2 MWTHF	11.30P	60									
DAVID LETTERMAN I		182		186	A	2.8	14	238	2 TUE.	12.00M	60									
1 MON.	1.00A	30	NBC GV		B	3.0	15	255	US OPN TENNIS HILITES-MON(S)				181		93		A	3.9	11	331
1 TU-TH	12.30A	30							1 MON.	11.30P	30	CBS SC								
2 MWTH	12.30A	30							US OPN TENNIS HILITES-TUE(S)				186		94		A	4.1	12	348
2 TUE.	1.00A	30							1 TUE.	11.30P	30	CBS SC								
DAVID LETTERMAN II		182		186	A	2.2	15	187	US OPN TENNIS HILITES-WED(S)				186		94		A	4.0	11	340
1 MON.	1.30A	30	NBC GV		B	2.3	15	195	1 WED.	11.30P	30	CBS SC								
1 TU-TH	1.00A	30							US OPN TENNIS HILITES-THU(S)				187		94		A	4.5	13	382
2 MWTH	1.00A	30							1 THU.	11.30P	30	CBS SC								
2 TUE.	1.30A	30							US OPN TENNIS HILITES-FRI(S)				182		92		A	4.3	11	365
EYE ON HOLLYWOOD		81		115	A	2.0	7	170	1 FRI.	11.30P	30	CBS SC								
1 WED.	12.00M	30	ABC GV		B	2.0	7	170	*WEEKDAY DAYTIME											
2 TU-TH	12.00M	30							ABC DAYTIME NEWSBRIEF-M-F		64		207	207	99	99	A	8.3	30	705
FRIDAY NIGHT VIDEOS		45		195	A	3.0	15	255	1 TUWF	2.57P	2	ABC N					B	7.6	27	645
1 FRI.	12.46A	90	NBC PC		B	3.6	17	306	1 THU.	2.56P	3									
2 FRI.	12.30A	90							2 M-F	2.57P	2									

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1984 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS			PROGRAM COVERAGE			HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS			PROGRAM COVERAGE			HOUSEHOLD AUDIENCES			
WK #		DAY		START TIME		DUR		NET		PROG. TYPE	WK 1		WK 2	WK 1		WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #		DAY		START TIME		DUR		NET		PROG. TYPE	WK 1		WK 2	WK 1		WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)								
WEEKDAY DAYTIME CONT'D																																																	
ABC DAYTIME NEWSBRIEF(B)																																																	
1 MON.		2.57P		2		ABC		N			139			81			A	6.1	17	518	1 MON.		1.00P		60		NBC		DD			161			83			A	5.5	15	467								
ABC WORLD NEWS-MORN-615A																																																	
M-F		6.15A		15		ABC		N		90	95		103	69		73	A	1.1	13	93	DIFFERENT STROKES M-F		45		125		130	62		64	A	2.4	9	204															
ABC WORLD NEWS-MORN-645A																																																	
1 TU-F		6.45A		15		ABC		N		217	159		159	87		87	A	2.0	16	170	1 M-F		12.00N		30		NBC		CS			125		130	62		64	B	3.6	13	306								
ABC WORLD NEWS-MORN-645A																																																	
2 M-F		6.45A		15		ABC		N			159		159	87		87	B	2.0	16	170	2 M-WTHF		12.00N		30							125		130	62		64												
ABC WORLD NEWS 6:45AM(B)																																																	
1 MON.		6.45A		15		ABC		N			112			72			A	.8	12	68	2 TUE.		12.18P		12							125		130	62		64												
ALL MY CHILDREN-MON(B)																																																	
1 MON.		1.00P		60		ABC		DD			137			81			A	7.7	21	654	EDGE OF NIGHT		219		108		114	65		67	A	2.6	8	221															
ALL MY CHILDREN																																																	
1 TU-F		1.00P		60		ABC		DD		219	206		208	99		99	A	8.5	30	722	M-F		4.00P		30		ABC		DD			108		114	65		67	B	3.2	10	272								
2 M-F																																																	
2 M-F		1.00P		60		ABC		DD			206		208	99		99	B	8.8	28	747	FACTS OF LIFE M-F		163		134		138	81		83	A	3.8	17	323															
ANOTHER WORLD																																																	
1 TU-F		2.00P		60		NBC		DD		222	200		201	99		99	A	5.2	19	441	M-F		10.00A		30		NBC		CS			134		138	81		83	B	4.6	19	391								
2 M-F																																																	
2 M-F		2.00P		60		ABC		DD			200		201	99		99	B	5.6	19	475	FAMILY FEUD		219		169		179	86		89	A	3.7	14	314															
ANOTHER WORLD(B)																																																	
1 MON.		2.00P		60		NBC		DD			160			83			A	4.0	11	340	1 M-F		12.00N		30		ABC		QP			169		179	86		89	B	4.6	17	391								
AS THE WORLD TURNS																																																	
1 MON.		2.00P		60		NBC		DD		222	203		203	99		99	A	7.2	25	611	2 TUE.		12.18P		12					200			99		A	6.4	30	543											
GENERAL HOSPITAL																																																	
1 TU-F		3.00P		60		ABC		DD		217	208		208	99		99	A	9.8	33	832	FLIGHT-DISCOVERY-LANDING(S)				200			99		A	6.4	30	543																
2 M-F																																																	
2 M-F		3.00P		60		ABC		DD			208		208	99		99	B	9.9	31	841	1 WED.		9.36A		6		ABC		N			200			99														
GENERAL HOSPITAL-MON(B)																																																	
1 MON.		3.00P		60		ABC		DD			140			82			A	7.2	20	611	GENERAL HOSPITAL		217		208		208	99		99	A	9.8	33	832															
AS THE WORLD TURNS																																																	
1 MON.		3.00P		60		ABC		DD			140			82			A	7.2	20	611	1 TU-F		3.00P		60		ABC		DD			208		208	99		99	B	9.9	31	841								

1 TU-TH	1.30P	60	CBS	DD						B	7.7	25	654	GOOD MORN AMER-MON-730(B)	136		82			A	1.8	15	153			
2 M-F	1.30P	60												1 MON. 7.30A 30 ABC N									A	2.7	12	229
BODY LANGUAGE		58			112	106	60	57		A	3.0	10	255	GOOD MORN AMER-MON-830(B)	137		82			A						
1 TU-TH	4.00P	30	CBS	PV						B	3.3	11	280	1 MON. 8.30A 30 ABC N												
2 M-F	4.00P	30																								
CAPITOL		225			196	196	96	96		A	6.0	22	509	GOOD MORNING, AMERICA-730	228	201	205	99	99	A	4.5	25	382			
1 TU-TH	2.30P	30	CBS	DD						B	6.3	22	535	1 TU-F 7.30A 30 ABC N						B	4.8	24	408			
2 M-F	2.30P	30												2 M-F 7.30A 30												
CBS EARLY MORNING NEWS		230			128	136	87	90		A	1.5	17	127	GOOD MORNING, AMERICA-830	227	202	202	99	99	A	5.3	26	450			
M-F	6.30A	30	CBS	N						B	1.5	17	127	1 TU-F 8.30A 30 ABC N						B	5.4	25	458			
														2 M-F 8.30A 30												
CBS MORNING NEWS 1-MON(B)					135		83			A	1.7	14	144	GUIDING LIGHT	223	204	204	99	99	A	7.4	25	628			
1 MON. 7.30A 30 CBS N														1 TU-TH 3.00P 60 CBS DD					B	7.9	25	671				
CBS MORNING NEWS 2-MON(B)					134		83			A	2.5	11	212	2 M-F 3.00P 60												
1 MON. 8.30A 30 CBS N														LOVING	219	185	194	93	96	A	3.3	14	280			
														M-F 11.30A 30 ABC DD					B	3.7	15	314				
CBS MORNING NEWS 1		229			198	198	99	99		A	2.9	16	246	NBC NEWS AT SUNRISE(B)		135		74		A	.5	8	42			
1 TU-F 7.30A 30 CBS N										B	3.4	17	289	1 MON. 6.30A 30 NBC N												
2 M-F 7.30A 30														NBC NEWS AT SUNRISE	229	169	171	91	92	A	1.6	14	136			
CBS MORNING NEWS 2		228			198	198	99	99		A	3.2	16	272	1 TU-F 6.30A 30 NBC N						B	1.4	12	119			
1 TU-F 8.30A 30 CBS N										B	3.6	16	306	2 M-F 6.30A 30												
2 M-F 8.30A 30																										
CELEBRITY FAMILY FEUD SP.		15			159	167	84	87		A	2.9	13	246	NBC NEWS DIGEST-DAYTIME	97	190	198	96	99	A	4.4	15	374			
M-F 11.00A 30 ABC QP										B	3.1	13	263	M-F 2.57P 1 NBC N						B	4.7	16	399			
DAYS OF OUR LIVES		225			206	206	99	99		A	6.5	23	552	NEWSBREAK-11.57	227	173	184	86	88	A	6.4	26	543			
1 TU-F 1.00P 60 NBC DD										B	7.2	23	611	1 M-TH 11.57A 2 CBS N						B	7.8	30	662			
2 M-F 1.00P 60														2 M-F 11.57A 2												



### PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1984 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D													
CBS COLLEGE FOOTBALL	1					175		92		A	5.4	17	458
2 SAT.		12.06P	186	CBS SE						B	5.4	17	458
CBS COLLEGE FOOTBALL POST	1					174		92		A	5.4	17	458
2 SAT.		3.12P	18	CBS SC						B	5.4	17	458
CBS NFL TODAY	2					202	207	99	99	A	6.2	21	526
SUN.		12.30P	28	CBS SC						B	6.2	21	526
CBS NFL FOOTBALL GAME 1	2					203	207	99	99	A	13.1	36	1112
1 SUN.		12.58P	195	CBS SE						B	13.1	36	1112
2 SUN.		12.58P	191										
CBS NFL FOOTBALL GAME 2	1					202		97		A	12.3	29	1044
2 SUN.		3.58P	206	CBS SE						B	12.3	29	1044
CBS SPORTS SATURDAY	1					178		91		A	5.5	16	467
2 SAT.		3.30P	149	CBS SA						B	5.5	16	467
CFA COLLEGE FOOTBALL GAME	1					202		98		A	7.4	20	628
2 SAT.		3.43P	201	ABC SE						B	7.4	20	628
CFA COLLEGE FOOTBALL-PRE	1					201		98		A	5.2	16	441
2 SAT.		3.30P	13	ABC SC						B	5.2	16	441
CHARLIE BROWN&SNOOPY SHOW	27					179		91		A	2.1	18	178
1 SAT.		8.00A	30	CBS CA						B	2.6	19	221
IN THE NEWS-11.26AM													
2 SAT.		11.26A	3	CBS CN		167		82		A	4.5	16	382
IN THE NEWS-11.56AM(B)						155		73		B	4.5	16	382
1 SAT.		11.56A	3	CBS CN						A	3.5	13	297
KIDD VIDEO	1					194		96		A	6.5	23	552
2 SAT.		11.00A	30	NBC CA						B	6.5	23	552
LITTLES	2					193	194	95	95	A	6.2	22	526
SAT.		11.30A	30	ABC CA						B	6.2	22	526
MEET THE PRESS	44					151	164	90	95	A	2.6	10	221
SUN.		12.00N	30	NBC CC						B	2.8	9	238
MIGHTY ORBOTS	2					198	198	98	98	A	5.5	25	467
SAT.		9.00A	30	ABC CA						B	5.5	25	467
MR. T	46					202		99		A	5.3	19	450
1 SAT.		11.00A	30	NBC CA						B	7.4	26	628
MR. T	1					189		96		A	5.9	21	501
2 SAT.		11.30A	30	NBC CA						B	5.9	21	501
MUPPET BABIES	1					197		98		A	6.1	26	518
2 SAT.		9.00A	30	CBS CA						B	6.1	26	518

DRAGON'S LAIR	2	199	199	99	99	A	6.6	24	560	2 SAT.	3.00P	18							
SAT.	10.00A	30	ABC	CA		B	6.6	24	560	NBC MAJOR LEAGUE BASEBALL	20	188	198	95	99	A	4.6	14	391
DUNGEONS AND DRAGONS	47	198		97		A	4.2	16	357	1 SAT.	2.16P	197				B	6.3	21	535
1 SAT.	9.30A	30	CBS	CA		B	5.4	22	458	2 SAT.	3.18P	162							
DUNGEONS AND DRAGONS	1		167		82	A	5.5	19	467	NEW SCOOPY-DOO MYSTERIES	2	194	195	96	96	A	6.0	21	509
2 SAT.	11.00A	30	CBS	CA		B	5.5	19	467	SAT.	11.00A	30	ABC	CA		B	6.0	21	509
FACE THE NATION	48	135	124	85	85	A	2.9	12	246	NFL '84-NBC	2	202	202	97	99	A	3.7	12	314
SUN.	10.30A	30	CBS	CC		B	3.2	11	272	SUN.	12.30P	30	NBC	SC		B	3.7	12	314
FLINTSTONE FUNNIES	47	188		95		A	2.2	18	187	NFL FOOTBALL GAME 1-NBC	2	194	206	75	99	A	7.7	21	654
1 SAT.	8.00A	30	NBC	CA		B	3.0	21	255	1 SUN.	1.00P	193				B	7.7	21	654
GET ALONG GANG	1		193		95	A	4.3	23	365	2 SUN.	1.00P	208							
2 SAT.	8.30A	30	CBS	CA		B	4.3	23	365	NFL FOOTBALL GAME 2-NBC	1	208		99		A	12.8	29	1087
GOING BANANAS	1		152		84	A	5.0	17	425	1 SUN.	4.19P	187				B	12.8	29	1087
2 SAT.	12.00N	30	NBC	CA		B	5.0	17	425	NFL FOOTBALL POST-NBC	1		164		82	A	3.9	10	331
IN THE NEWS- 8:26AM	47	179		91		A	2.5	17	212	2 SUN.	4.41P	17				B	3.9	10	331
1 SAT.	8.26A	3	CBS	CN		B	3.0	19	255	ONE TO GROW ON-8:28AM	34	187	191	94	95	A	3.3	24	280
IN THE NEWS- 8:26AM	1		163		82	A	2.2	13	187	SAT.	8.28A	2	NBC	CN		B	3.6	24	306
2 SAT.	8.26A	3	CBS	CN		B	2.2	13	187	ONE TO GROW ON-8:58AM	47	194	194	97	96	A	4.3	23	365
IN THE NEWS- 8:56AM	1		193		95	A	5.0	25	425	SAT.	8.58A	2	NBC	CN		B	4.6	24	391
2 SAT.	8.56A	3	CBS	CN		B	5.0	25	425	ONE TO GROW ON-10:28AM	44	203	206	99	99	A	7.8	28	662
IN THE NEWS- 9:56AM	47	198		97		A	3.9	15	331	SAT.	10.28A	2	NBC	CN		B	8.4	31	713
1 SAT.	9.56A	3	CBS	CN		B	4.9	19	416	ONE TO GROW ON-10:58AM	46	201	200	98	97	A	6.9	25	586
IN THE NEWS-10:26AM	44	167		82		A	2.9	10	246	SAT.	10.58A	2	NBC	CN		B	7.5	27	637
1 SAT.	10.26A	3	CBS	CN		B	4.4	16	374	ONE TO GROW ON-12:28PM	31	141	155	73	84	A	5.0	16	425
										SAT.	12.28P	2	NBC	CN		B	4.9	17	416



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1984 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																												
PINK PANTHER AND SONS					1		190		95	A	3.5	20	297	THUNDARR					37		137		76	A	4.3	15	365	
2 SAT. 8.30A 30 NBC CA										B	3.5	20	297	1 SAT. 12.30P 30 NBC CA									B	4.7	15	399		
POLE POSITION					1		180		86	A	5.1	18	433	TURBO TEEN					2		197	199	98	99	A	6.3	24	535
2 SAT. 10.30A 30 CBS CA										B	5.1	18	433	SAT. 9.30A 30 ABC CA									B	6.3	24	535		
PUPPY'S GREAT ADVENTURES					2	186	188	94	96	A	2.4	19	204	US OPEN TENNIS-SAT-1(S)							191		97	A	3.8	13	323	
SAT. 8.00A 30 ABC CA										B	2.4	19	204	1 SAT. 12.00N 240 CBS SE														
SATURDAY SUPERCARDE					47	195		95		A	3.4	18	289	US OPEN TENNIS-SAT-2(S)							199		99	A	7.1	19	603	
1 SAT. 8.30A 60 CBS CA										B	4.5	22	382	1 SAT. 4.00P 180 CBS SE														
SATURDAY SUPERCARDE					1		205		99	A	5.2	21	441	US OPEN TENNIS-SUN.(S)							195		98	A	6.6	15	560	
2 SAT. 9.30A 60 CBS CA										B	5.2	21	441	1 SUN. 4.11P 169 CBS SE														
SCHOOLHOUSE ROCK-8:25AM					2	186	188	94	96	A	3.0	22	255	WOLF ROCK TV					2		200	201	99	99	A	5.6	20	475
SAT. 8.25A 4 ABC CN										B	3.0	22	255	SAT. 10.30A 30 ABC CA									B	5.6	20	475		
SCHOOLHOUSE ROCK-9:55AM					2	197	199	98	99	A	6.1	23	518															
SAT. 9.55A 4 ABC CN										B	6.1	23	518															
SCHOOLHOUSE ROCK-10:25AM					2	199	199	99	99	A	6.1	22	518															
SAT. 10.25A 4 ABC CN										B	6.1	22	518															
SHIRT TALES					47	194		97		A	3.4	20	289															
1 SAT. 8.30A 30 NBC CA										B	4.3	23	365															
SHIRT TALES					1		160		81	A	1.8	12	153															

2 SAT.		8.00A	30	CBS CA	46	203	206	99	99	B	1.8	12	153						
SMURFS I										A	5.8	26	492						
SAT.		9.00A	30	NBC CA						B	6.0	27	509						
SMURFS II					46	203	206	99	99	A	7.9	30	671						
SAT.		9.30A	30	NBC CA						B	7.6	30	645						
SMURFS III					46	203	206	99	99	A	8.3	30	705						
SAT.		10.00A	30	NBC CA						B	8.4	31	713						
SNORKS					1		186		94	A	3.7	28	314						
2 SAT.		8.00A	30	NBC CA						B	3.7	28	314						
SPIDERMAN AND FRIENDS					1		141		76	A	5.2	17	441						
2 SAT.		12.30P	30	NBC CA						B	5.2	17	441						
SPIDERMAN/HULK 1					45	142		73		A	4.0	14	340						
1 SAT.		11.30A	30	NBC CA						B	5.4	19	458						
SPIDERMAN/HULK 2					42	142		73		A	4.6	15	391						
1 SAT.		12.00N	30	NBC CA						B	5.4	18	458						
SPORTSBEAT					18	159		84		A	3.3	9	280						
1 SAT.		4.30P	30	ABC SC						B	2.9	9	246						
SUNDAY MORNING					46	171	172	94	94	A	4.1	20	348						
SUN.		9.00A	90	CBS N						B	4.4	20	374						
SUPERFRIENDS: SUPERPOWERS					2	194	194	98	98	A	4.4	25	374						
SAT.		8.30A	30	ABC CA						B	4.4	25	374						
TARZAN LORD OF-JUNGLE					27	167		82		A	2.7	10	229						
1 SAT.		10.00A	30	CBS CA						B	4.3	16	365						
THIS WEEK-DAVID BRINKLEY					39	180	180	95	96	A	4.0	14	340						
SUN.		11.30A	60	ABC N						B	3.9	12	331						

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 3, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,230 20.3				30,650 36.1							
	ABC TV					CALL TO GLORY (SD)					NFL MONDAY NIGHT FOOTBALL DALLAS VS L.A. RAMS (9:00-12:30AM) (SD) (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)					12,480 14.7	13.2*		16.2*	16,050 18.9	18.9*		20.9*		21.6*		19.8*
	SHARE OF AUDIENCE %					26	24 *		28 *	37	32 *		35 *		37 *		34 *
	AVG. AUD. BY ¼ HR.					12.7	13.8	15.4	17.0	18.0	19.8	20.8	21.0	21.5	21.6	21.1	18.5
E K 2	TOTAL AUDIENCE (Households (000) & %)					13,670 16.1				12,990 15.3		12,820 15.1		14,430 17.0			
	CBS TV					SCARECROW & MRS. KING (R)(SD)				KATE & ALLIE (R)		NEWHART (R)		CAGNEY & LACEY (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,850 11.6	11.2*		12.0*	11,120 13.1		11,120 13.1		10,780 12.7	12.1*		13.3*
	SHARE OF AUDIENCE %					20	20 *		20 *	21		22		22	21 *		24 *
	AVG. AUD. BY ¼ HR.					10.8	11.6	11.9	12.1	12.7	13.5	12.6	13.5	12.2	12.0	13.0	13.6
	TOTAL AUDIENCE (Households (000) & %)					14,770 17.4				18,930 22.3							
	NBC TV					TV BLOOPERS & PRAC. JOKES (R)(SD)					NBC MONDAY NIGHT MOVIES OH, GOD BOOK II (R)						
	AVERAGE AUDIENCE (Households (000) & %)					9,680 11.4	11.2*		11.6*	10,700 12.6	12.4*		12.7*		12.8*		12.6*
	SHARE OF AUDIENCE %					20	20 *		20 *	21	20 *		21 *		22 *		23 *
	AVG. AUD. BY ¼ HR.					11.5	11.0	11.4	11.7	12.2	12.5	13.0	12.4	12.9	12.6	12.9	12.4

W E K 2	TOTAL AUDIENCE (Households (000) & %)						17,910 21.1				30,730 36.2								
	ABC TV						BARBARA WALTERS SPECIAL (SD)						NFL MONDAY NIGHT FOOTBALL WASHINGTON VS SAN FRANCISCO (9:00-12:32AM) (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)						12,400 14.6		13.2*		15.9*		14,260 16.8		18.6*		19.2*		
	SHARE OF AUDIENCE %						25		23 *		26 *		31		29 *		30 *		
	AVG. AUD. BY ¼ HR.						12.9		13.5		15.1		16.8		18.1		19.1		
		TOTAL AUDIENCE (Households (000) & %)						15,790 18.6				18,760 22.1		18,080 21.3		21,140 24.9			
		CBS TV						SCARECROW & MRS. KING (R)(SD)				KATE & ALLIE (R)		NEWHART (R)				CAGNEY & LACEY (R)	
		AVERAGE AUDIENCE (Households (000) & %)						11,040 13.0		11.9*		14.0*		16,050 18.9		16,130 19.0		16,470 19.4	
		SHARE OF AUDIENCE %						22		21 *		22 *		29		29		33	
		AVG. AUD. BY ¼ HR.						11.3		12.4		13.4		14.7		18.3		19.5	
		TOTAL AUDIENCE (Households (000) & %)						16,980 20.0				15,710 18.5							
		NBC TV						TV BLOOPERS & PRAC. JOKES (R)(SD)								MARCO POLO, PART II (R)(SD)			
		AVERAGE AUDIENCE (Households (000) & %)						11,380 13.4		12.9*		13.9*		8,570 10.1		10.7*		10.2*	
		SHARE OF AUDIENCE %						22		22 *		22 *		16		16 *		16 *	
		AVG. AUD. BY ¼ HR.						12.6		13.1		14.2		13.5		11.0		10.4	
		TV HOUSEHOLDS USING TV		WK. 1		50.4		51.4		51.0		53.1		54.1		55.5		58.2	
		(See Def. 1)		WK. 2		51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5		58.2	
						51.9		52.6		53.2		54.6		56.0		59.0		61.5	
						50.4		51.4		51.0		53.1		54.1		55.5			

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. MON. SEPT. 10, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. SEPT. 4, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,510 21.8											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,810 9.2	8.2*		9.0*		10.4*		10.1*		9.1*		8.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 8.0	15 *	8.7	15 *	9.3	10.5	10.3	10.3	9.9	9.4	8.8	8.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,150 9.6				19,440 22.9							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,260 6.2	6.1*		6.3*		12,570 14.8	12.6*		14.4*		15.9*	16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					11 6.4	11 *	6.3	11 *	6.3	25 11.7	21 *	14.7	24 *	15.8	27 *	30 *
E E K 3	TOTAL AUDIENCE (Households (000) & %)					22,160 26.1				18,590 21.9				15,370 18.1			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					17,320 20.4	19.0*		21.8*		14,180 16.7	16.6*		12,060 14.2		14.4*	14.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					36 17.5	34 *	21.7	37 *	22.0	27 16.5	27 *	16.9	28 *	14.3	25 *	26 *

W E E K 4	TOTAL AUDIENCE (Households (000) & %)					7,810 9.2		10,530 12.4		22,410 26.4							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,860 6.9		8,830 10.4		12,570 14.8	12.1*		15.2*		16.3*		15.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 7.0	6.8	18 9.3	11.5	25 11.7	20 *	14.6	25 *	15.9	27 *	16.3	28 *
E E K 5	TOTAL AUDIENCE (Households (000) & %)					6,880 8.1		7,470 8.8		16,220 19.1							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,350 6.3		6,030 7.1		9,080 10.7	9.0*		11.1*		11.4*		11.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					12 6.4	6.2	12 6.6	7.7	18 8.7	15 *	10.8	18 *	11.5	19 *	11.3	20 *
E E K 6	TOTAL AUDIENCE (Households (000) & %)					11,550 13.6		17,490 20.6		15,370 18.1							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,830 10.4		11,890 14.0	11.9*	8,570 10.1	16.2*		10.6*		10.1*		10.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 10.7	10.1	24 11.1	21 *	18 16.0	26 *	16.3	17 *	10.0	17 *	10.2	18 *
TV HOUSEHOLDS USING TV WK. 1		51.2	52.1	52.5	53.5	54.2	56.5	58.4	59.8	60.5	61.8	60.9	60.7	58.8	58.6	56.4	54.0
(See Def. 1) WK. 2		48.6	49.0	50.3	52.2	53.3	55.0	56.6	58.6	60.3	62.0	61.5	60.4	59.5	59.6	57.9	55.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. TUE. SEPT. 11, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)				14,010 16.5				13,580 16.0				14,430 17.0			
	ABC TV				FALL GUY (R)(SD)				DYNASTY (R)(SD)				HOTEL (R)			
	AVERAGE AUDIENCE (Households (000) & %)				10,190 12.0		11.6*		12.4*		10,360 12.2		12.8*		10,870 12.8	
	SHARE OF AUDIENCE %				22		22 *		22 *		20		21 *		24	
	AVG. AUD. BY ¼ HR.				10.9		12.2		12.5		11.6		13.1		12.7	
	TOTAL AUDIENCE (Households (000) & %)				9,930 11.7				16,900 19.9							
	CBS TV				CROSSROADS (SD)				CBS WEDNESDAY NIGHT MOVIE THE OTHER WOMAN(R)							
	AVERAGE AUDIENCE (Households (000) & %)				6,790 8.0		7.6*		8.4*		10,440 12.3		11.2*		11.8*	
	SHARE OF AUDIENCE %				15		14 *		15 *		22		19 *		20 *	
	AVG. AUD. BY ¼ HR.				7.5		7.7		8.5		11.3		11.1		11.6	
1	TOTAL AUDIENCE (Households (000) & %)				10,780 12.7		10,950 12.9		16,390 19.3				13,160 15.5			
	NBC TV				DOUBLE TROUBLE (R)		JENNIFER SLEPT HERE(B) (R)(SD)		FACTS OF LIFE (R)				ST. ELSEWHERE (R)			
	AVERAGE AUDIENCE (Households (000) & %)				9,080 10.7		9,170 10.8		12,820 15.1				9,420 11.1			
	SHARE OF AUDIENCE %				20		19		25		15.0*		25 *		15.1*	
	AVG. AUD. BY ¼ HR.				10.3		11.1		10.4		11.3		14.7		15.3	
	TOTAL AUDIENCE (Households (000) & %)															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR.															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)				17,400 20.5				16,810 19.8				16,050 18.9			
	ABC TV				FALL GUY (R)(SD)				DYNASTY (R)(SD)				HOTEL (R)			
	AVERAGE AUDIENCE (Households (000) & %)				12,060 14.2		13.2*		15.1*		12,740 15.0		14.6*		12,400 14.6	
	SHARE OF AUDIENCE %				25		24 *		26 *		25		25 *		26	
	AVG. AUD. BY ¼ HR.				12.7		13.8		14.4		15.7		14.3		14.8	
	TOTAL AUDIENCE (Households (000) & %)				14,010 16.5				18,510 21.8							
	CBS TV				SECRET WORLD-VERY YOUNG (SD)				CBS WEDNESDAY NIGHT MOVIE SOMETHING SO RIGHT(R)							
	AVERAGE AUDIENCE (Households (000) & %)				9,250 10.9		10.7*		11.0*		11,890 14.0		13.0*		14.1*	
	SHARE OF AUDIENCE %				19		19 *		19 *		24		22 *		24 *	
	AVG. AUD. BY ¼ HR.				11.2		10.3		10.7		11.3		12.5		13.5	
2	TOTAL AUDIENCE (Households (000) & %)				16,390 19.3											
	NBC TV								MARCO POLO, PART IV (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)				8,410 9.9		9.5*		9.9*							
	SHARE OF AUDIENCE %				17		17 *		17 *							
	AVG. AUD. BY ¼ HR.				9.5		9.5		9.8		10.0		9.8		9.3	
	TOTAL AUDIENCE (Households (000) & %)															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY ¼ HR.															

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	47.0	48.7	49.7	51.0	51.9	53.7	56.1	57.5	59.1	59.7	60.5	60.2	56.3	55.3	53.4	52.3
	WK. 2	49.1	50.8	51.1	52.5	54.2	55.6	56.7	58.5	58.3	59.2	59.7	59.2	57.4	56.4	54.9	52.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. SEPT.12, 1984



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. SEPT. 6, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)				10,190 12.0				25,300 29.8							
	ABC TV						20/20 SPECIAL (SD)						ABC NFL FOOTBALL SPECIAL PITTSBURGH VS N.Y. JETS (9:00-12:12AM) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)				6,200 7.3		7.0*		7.5*		11,550 13.6		12.5*		14.6*	
	SHARE OF AUDIENCE %				13		12 *		13 *		26		21 *		24 *	
	AVG. AUD. BY ¼ HR.				7.1		7.0		7.5		11.6		13.4		14.3	
	TOTAL AUDIENCE (Households (000) & %)				18,510 21.8				19,100 22.5				17,490 20.6			
	CBS TV						MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				MIKE HAMMER (R)	
	AVERAGE AUDIENCE (Households (000) & %)				13,070 15.4		13.7*		17.1*		14,430 17.0		16.7*		17.4*	
	SHARE OF AUDIENCE %				26		24 *		28 *		28		27 *		28 *	
	AVG. AUD. BY ¼ HR.				12.7		14.6		16.7		16.6		16.7		17.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				15,280 18.0		16,640 19.6				13,670 16.1		15,960 18.8			
	NBC TV						GIMME A BREAK (R)(SD)		FAMILY TIES (R)		NIGHT COURT (R)(SD)		HILL STREET BLUES (R)			
	AVERAGE AUDIENCE (Households (000) & %)				12,480 14.7		11,890 14.0		13.7*		11,800 13.9		10,870 12.8		12.9*	
	SHARE OF AUDIENCE %				26		23		22 *		23 *		23 *		24 *	
	AVG. AUD. BY ¼ HR.				13.7		15.7		13.5		14.0		14.6		14.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				22,750 26.8				GLITTER (SD)				17,320 20.4		20/20	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)				13,500 15.9		14.4*		15.5*		16.6*		17.3*		14.8	
	SHARE OF AUDIENCE %				27		26 *		26 *		28 *		29 *		27 *	
	AVG. AUD. BY ¼ HR.				14.1		14.7		15.4		15.5		16.4		16.9	
	TOTAL AUDIENCE (Households (000) & %)				15,450 18.2				16,560 19.5				14,180 16.7			
	CBS TV						MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)				MIKE HAMMER (R)	
	AVERAGE AUDIENCE (Households (000) & %)				10,780 12.7		11.8*		13.6*		12,650 14.9		14.7*		15.1*	
	SHARE OF AUDIENCE %				22		21 *		23 *		25		25 *		24	
	AVG. AUD. BY ¼ HR.				11.4		12.1		13.4		13.9		14.4		15.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				13,920 16.4		13,160 15.5				12,900 15.2		11,550 13.6		15,540 18.3	
	NBC TV						GIMME A BREAK (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)		HILL STREET BLUES (R)	
	AVERAGE AUDIENCE (Households (000) & %)				11,890 14.0		11,380 13.4		12.8		10,870 12.8		10,530 12.4		11,460 13.5	
	SHARE OF AUDIENCE %				25		23		21		21		21		25	
	AVG. AUD. BY ¼ HR.				13.5		14.5		13.3		13.6		12.5		13.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				50.1		51.7		53.2		54.8		56.1		58.7	
	TV HOUSEHOLDS USING TV				WK. 1		WK. 2									
	(See Def. 1)				51.0		51.4		51.1		52.4		55.1		57.0	

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. THU. SEPT. 13, 1984

EVE. FRI. SEPT. 14, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					19,100 22.5												
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,470 8.8	6.7*		8.1*		8.9*		8.8*		9.0*		9.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 6.5	14 *		16 *		17 *		16 *		17 *		19 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	21,900 25.8																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	7,470 8.8	8.7*		8.0*		8.2*		7.7*		7.8*		9.4*		9.4*		10.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18 9.3	21 *		18 *		17 *		15 *		15 *		17 *		18 *		20 *	
W E K 3	TOTAL AUDIENCE (Households (000) & %)					12,990 15.3		11,630 13.7		12,570 14.8		14,350 16.9		11,550 13.6				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,870 12.8		9,850 11.6		10,870 12.8		12,310 14.5		6,620 7.8				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 11.8	13.9	22 11.7	11.4	23 12.1	13.6	26 14.1	14.8	15 9.7	8.8* 17 *	7.1	6.8* 14 *	
W E K 4	TOTAL AUDIENCE (Households (000) & %)					14,350 16.9				18,510 21.8								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,700 12.6	12.4*		12.7*		11,040 13.0		14.9*		12.2*		11.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 11.9	24 *		24 *		23 13.0		26 *		22 *		21 *	
W E K 5	TOTAL AUDIENCE (Households (000) & %)					10,950 12.9				14,090 16.6								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,050 8.3	8.0*		8.7*		8,320 9.8		9.6*		10.5*		11.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 8.3	16 *		16 *		18 7.8		17 *		19 *		20 *	
W E K 6	TOTAL AUDIENCE (Households (000) & %)					11,970 14.1		11,290 13.3		11,120 13.1		12,060 14.2		29,630 34.9				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,680 11.4		9,760 11.5		9,340 11.0		10,190 12.0		18,760 22.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 10.5		22 12.2		20 10.9	11.1	21 11.2	12.8	43 17.9	19.0* 34 *	20.1	20.9* 38 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.1	45.4	45.7	47.4	49.1	50.5	51.7	53.1	54.4	55.0	55.7	55.3	53.1	52.1	49.8	48.9
		WK. 2	45.3	45.6	46.3	47.9	49.9	51.7	52.8	53.7	53.7	55.2	56.4	56.7	56.0	55.3	54.4	54.4

U.S. TV Households: 84,900,000

(1) CFA COLLEGE FOOTBALL GAME, ABC, (3:43-7:04PM)

For explanation of symbols, See page A

EVE.SAT. SEPT.15, 1984

		TIME																
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					2,720 3.2												
	ABC TV	CFA COLLEGE FOOTBALL SP BOSTON COLLEGE VS ALABAMA (8:00-11:28PM)				ABC WEEKEND REPORT-SAT. (12:15-12:30AM)												
	AVERAGE AUDIENCE (Households (000) & %)	10.6*				2,550												
	SHARE OF AUDIENCE %	22 *				3.0												
	AVG. AUD. BY ¼ HR.	10.1	11.1	10				3.0										
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	(1) (SD)																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	10.7*																
	SHARE OF AUDIENCE %	21 *																
	AVG. AUD. BY ¼ HR.	11.0	8.2															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	10,440 12.3				SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)												
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	4,920 5.8				6.8*				5.9*				4.5*				
	SHARE OF AUDIENCE %	18				17 *				19 *				17 *				
	AVG. AUD. BY ¼ HR.	6.8				6.7				6.1				5.6 4.7 4.1				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	3,060 3.6																
	ABC TV	ABC WEEKEND REPORT-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	2,890																
	SHARE OF AUDIENCE %	3.4																
	AVG. AUD. BY ¼ HR.	7 3.4																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					6,620 7.8				SATURDAY NIGHT (12:33-1:53AM)								
	NBC TV	MISS AMERICA PAGEANT (10:00-12:02AM)																
	AVERAGE AUDIENCE (Households (000) & %)	23.2*				25.4*				3,570				3.0*				
	SHARE OF AUDIENCE %	46 *				55 *				4.2 5.6*				19 *				
	AVG. AUD. BY ¼ HR.	23.1	23.3	25.2	25.6	17.7	6.3	5.0	4.2	3.6	3.1	2.7						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.9	45.1	41.5	36.8	32.8	29.5	26.6	24.3	21.2	19.1	17.4	15.8	13.4	12.1	11.1	10.5
		WK. 2	51.7	49.5	46.8	44.9	35.1	31.3	27.0	24.0	21.5	19.6	17.8	15.9	13.4	11.6	10.2	9.1

U.S. TV Households: 84,900,000

(1) US OPEN TENNIS-SAT-3, MEN'S SEMI-FINALS, CBS, (7:00-11:17PM)(S)

For explanation of symbols, See page A.

EVE.SAT. SEPT.15, 1984



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	13,240 15.6				17,150 20.2				24,280 28.6							
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				HARDCASTLE & MCCORMICK (R)(SD)				ABC SUNDAY NIGHT MOVIE COAL MINER'S DAUGHTER(R) (9:00-11:27PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,000 10.6	9.5*		11.6*	12,140 14.3	13.1*		15.4*	15,710 18.5	15.5*		18.0*		20.0*	20.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 8.6	18 *		21 *	24 12.7	23 *		25 *	32 14.9	25 *		29 *		33 *	35 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	18,250 21.5				18,420 21.7				16,470 19.4	15,790 18.6			17,060 20.1			
	CBS TV		60 MINUTES (R)				BOYS IN BLUE (SD)				JEFFERSONS (R)		ALICE (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	12,400 14.6	13.9*		15.4*	13,070 15.4	14.9*		15.9*	14,180 16.7	13,920 16.4		15.5	13,160 15.5	15.9*	15.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 13.1	27 *		28 *	26 14.6	26 *		26 *	27 16.0	26 17.4		26	26 15.9	26 *	26 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			10,360 12.2				17,910 21.1									
	NBC TV		(1) (-OP)	SUMMER SUNDAY USA SPCL ED (OP)				MARCO POLO, PART I (8:30-11:30PM) (R)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{		13.5*	5,600 6.6	5.8*		7.3*	8,150 9.6	9.2*		10.2*		10.2*		10.0*	9.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		27 *	12 5.3	11 *		13 *	16 9.3	15 *		16 *		16 *		16 *	16 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,910 10.5				13,500 15.9				20,720 24.4							
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				HARDCASTLE & MCCORMICK (R)(SD)				ABC NFL FOOTBALL SPECIAL DENVER VS CLEVELAND (9:00-12:35AM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,090 6.0	5.2*		6.7*	9,590 11.3	10.2*		12.3*	8,070 9.5	9.4*		10.7*		10.9*	9.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 4.9	10 *		13 *	19 9.3	18 *		21 *	18 9.0	15 *		17 *		18 *	16 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	27,850 32.8				27,420 32.3				26,660 31.4							
	CBS TV		(2) (-OP)	60 MINUTES (7:20-8:20PM) (OP)(-OP)				E/R-SPECIAL (8:20-9:20PM) (OP)(-OP)				SPECIAL MOVIE PRSNT-SUN SOME KIND OF HERO (9:20-11:20PM) (OP)(SD)						
	AVERAGE AUDIENCE (Households (000) & %)	{	18,680 22.0			21.5*	19,530 23.0	22.2*		22.2*	16,560 19.5	20.1*		20.1*		19.7*	19.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	39 16.1			39 *	36 24.3	35 *		35 *	33 20.2	31 *		31 *		32 *	34 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,440 12.3	11,460 13.5			9,170 10.8	13,070 15.4			28,440 33.5							
	NBC TV		SILVER SPOONS		PUNKY BREWSTER		KNIGHT RIDER(B) (8:00-8:19PM) (R)(-OP)		KNIGHT RIDER (8:19-9:00PM) (R)(SD)(OP)		NBC SUNDAY NIGHT MOVIE MIAMI VICE (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	8,150 9.6	10,020 11.8			8,150 9.6	11,120 13.1		13.5*	19,360 22.8	20.5*		23.5*		24.0*	23.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 8.6	21 10.6			16 9.5	21 12.2		22 *	37 19.3	32 *		37 *		39 *	40 *	
TV HOUSEHOLDS USING TV		WK. 1	51.5	53.2	54.4	56.1	57.7	58.6	60.4	62.3	61.9	62.5	62.8	62.8	60.5	60.0	58.1	56.3
(See Def. 1)		WK. 2	51.1	52.6	54.3	56.7	59.1	59.9	61.2	63.1	63.9	64.1	63.5	63.4	62.2	61.0	59.1	56.3

U.S. TV Households: 84,900,000

(1) NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES, NBC, MULTI-SEGMENT TELECAST

A-17(2) CBS NFL FOOTBALL GAME 2, CBS, VARIOUS TEAMS AND TIMES, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. SEPT.16, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,460 2.9											
	ABC TV	ABC SUNDAY NIGHT MOVIE COAL MINER'S DAUGHTER(R) (9:00-11:27PM)					ABC WEEKEND REPORT-SUN. (12:10-12:25AM)											
	AVERAGE AUDIENCE (Households (000) & %)	19.1*					2,380 2.8											
	SHARE OF AUDIENCE %	38 *					13											
	AVG. AUD. BY ¼ HR.	19.4	18.8			3.1		2.7										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	5,430 6.4																
	CBS TV	CBS SUNDAY NEWS- OSGOOD																
	AVERAGE AUDIENCE (Households (000) & %)	5,010 5.9																
	SHARE OF AUDIENCE %	12																
	AVG. AUD. BY ¼ HR.	5.9																
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						2,120 2.5											
	NBC TV	MARCO POLO, PART I (9:30-11:30PM) (R)					G MICHAELS SPORTS MACHINE (12:00-12:30AM)											
	AVERAGE AUDIENCE (Households (000) & %)	9.1*					1,700 2.0											
	SHARE OF AUDIENCE %	18 *					9											
	AVG. AUD. BY ¼ HR.	9.2	9.1			2.1		1.9										
W E E K 4	TOTAL AUDIENCE (Households (000) & %)								1,610 1.9									
	ABC TV	ABC NFL FOOTBALL SPECIAL DENVER VS CLEVELAND (9:00-12:35AM) (SD)							ABC WEEKEND REPORT-SUN. (1:05-1:20PM)									
	AVERAGE AUDIENCE (Households (000) & %)	9.3*					9.4*		8.1*									
	SHARE OF AUDIENCE %	18 *					23 *		26 *									
	AVG. AUD. BY ¼ HR.	9.3	9.2	9.6	9.2	8.4	7.8	6.0			1,610	1.9	12	2.0	1.8			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	7,390 8.7																
	CBS TV	SPECIAL MOVIE PRSENT-SUN SOME KIND OF HERO (9:20-11:20PM)(-OP)					(1) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	7,130 8.4																
	SHARE OF AUDIENCE %	21																
	AVG. AUD. BY ¼ HR.	18.3	8.5	8.0														
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						1,870 2.2											
	NBC TV						G MICHAELS SPORTS MACHINE											
	AVERAGE AUDIENCE (Households (000) & %)						1,440 1.7											
	SHARE OF AUDIENCE %						6											
	AVG. AUD. BY ¼ HR.						2.0		1.5									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.1	47.6	38.0	30.9	26.3	22.3	19.6	17.4	14.6	12.6	11.1	9.9	8.9	7.9	7.0	6.6
		WK. 2	48.9	43.0	36.2	31.2	25.7	22.5	19.1	16.1	13.8	12.0	10.7	9.6	8.5	7.8	6.9	6.2

TV HOUSEHOLDS USING TV WK. 1	52.1	47.6	38.0	30.9	26.3	22.3	19.6	17.4	14.6	12.6	11.1	9.9	8.9	7.9	7.0	6.6
(See Def. 1) WK. 2	48.9	43.0	36.2	31.2	25.7	22.5	19.1	16.1	13.8	12.0	10.7	9.6	8.5	7.8	6.9	6.2

U.S. TV Households: 84,900,000  
(1) CBS SUNDAY NEWS-OSGOOD, CBS, (11:20-11:35PM)

For explanation of symbols, See page A.

EVE.SUN. SEPT.16, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 3-7, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				5,010 5.9				5,690 6.7									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (TU-F)(OP)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (TU-F)(OP)				(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)				3,910 4.6				4,580 5.4									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				27 4.4	4.8			27 5.3	5.5								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				2,630 3.1				3,060 3.6						4,160 4.9		4,080 4.8	
	CBS TV				CBS MORNING NEWS 1 (TU-F)(OP)				CBS MORNING NEWS 2 (TU-F)(OP)						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)				2,120 2.5				2,550 3.0						3,400 4.0		3,400 4.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				15 2.4	2.4			15 2.8	3.1					17 3.8	4.3	17 3.9	4.2
WEEK 3	TOTAL AUDIENCE (Households (000) & %)				4,250 5.0				4,080 4.8						4,250 5.0		4,080 4.8	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (TU-F)(OP)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (TU-F)(OP)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				3,230 3.8				3,480 4.1						3,400 4.0		3,480 4.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				22 3.6	3.9			21 4.1	4.0					17 3.7	4.2	18 3.9	4.2
WEEK 4	TOTAL AUDIENCE (Households (000) & %)				4,750 5.6				5,430 6.4									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				3,820 4.5				4,500 5.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				23 4.3	4.7			26 5.3	5.4								
WEEK 5	TOTAL AUDIENCE (Households (000) & %)				3,480 4.1				3,400 4.0						4,670 5.5		4,250 5.0	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)				2,800 3.3				2,800 3.3						3,820 4.5		3,650 4.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				17 3.4	3.3			16 3.3	3.4					22 4.3	4.7	20 4.2	4.4
WEEK 6	TOTAL AUDIENCE (Households (000) & %)				4,250 5.0				4,500 5.3						3,740 4.4		4,410 5.2	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				3,480 4.1				3,820 4.5						3,060 3.6		3,820 4.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 4.1	4.1			22 4.6	4.5					17 3.4	3.8	21 4.4	4.6
TV HOUSEHOLDS USING TV WK. 1		10.5	12.0	13.1	14.7	16.2	17.6	18.9	19.7	21.0	21.9	22.1	22.6	22.8	23.7	23.3	23.7	
(See Def. 1) WK. 2		12.6	14.8	16.5	17.8	18.9	19.8	20.2	20.3	20.6	20.9	20.8	21.0	20.9	21.0	20.9	21.4	

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY MON.-FRI. SEPT. 10-14, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,310 3.9		3,480 4.1		4,250 5.0		5,010 5.9		9,340 11.0				8,830 10.4			
	ABC TV	CELEBRITY FAMILY FEUD SP.		LOVING		FAMILY FEUD		RYAN'S HOPE (TU-F)(OP) (SUS-OP)	← ALL MY CHILDREN (TU-F)(OP)				→ ONE LIFE TO LIVE (TU-F)(OP)(SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,800 3.3		2,970 3.5		3,480 4.1		4,080 4.8		7,220 8.5				6,540 7.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 14 3.2	3.4	14 3.4	3.7	15 3.8	4.3	19 4.5	5.2	30 7.6	8.1* 29 *	9.0* 32 *	9.0	9.0* 28 *	7.5* 28 *	7.7	7.9* 29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,110 7.2		7,730 9.1				9,340 11.0				7,560 8.9				5,690 6.7	
	CBS TV	PRICE IS RIGHT-1 (TU-TH) (S)(OP)		PRICE IS RIGHT-2 (TU-TH) (S)(OP)(SD)		(S)(OP)		← YOUNG AND THE RESTLESS (TU-TH)(S)(OP)				→ AS THE WORLD TURNS (TU-TH)(S)(OP)				→ CAPITOL (TU-TH)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,180 6.1		6,450 7.6				6,880 8.1	8.0* 31 *			6,030 7.1				5,260 6.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 27 5.7	6.3	32 7.2	7.9			31 7.9	31* 8.1		30* 8.2	25 8.1	23* 6.7	23* 6.9	27* 7.4	23 6.2	6.2
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,450 7.6		5,940 7.0		2,970 3.5		3,400 4.0		7,470 8.8				6,030 7.1			
	NBC TV	WHEEL OF FORTUNE (TU-F) (OP)		SCRABBLE (TU-F)(OP)		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW	← DAYS OF OUR LIVES (TU-F)(OP)				→ ANOTHER WORLD (TU-F)(OP) (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,690 6.7		5,090 6.0		2,380 2.8		2,800 3.3		5,860 6.9				4,840 5.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 31 6.5	6.8	26 5.8	6.1	11 2.6	2.9	12 3.4	3.3	24 6.5	6.7* 24 *	7.1* 25 *	7.2	7.1* 21 *	5.7 5.7	5.8	5.8* 21 *

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 2,550 3.0		{ 3,060 3.6		{ 3,230 3.8		{ 4,250 5.0		{ 9,340 11.0		{ 8,660 10.2							
	ABC TV	CELEBRITY FAMILY FEUD SP.		LOVING		FAMILY FEUD (SUS-OP)>		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,120 2.5		{ 2,550 3.0		{ 2,720 3.2		{ 3,570 4.2		{ 7,220 8.5		{ 6,710 7.9							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 11 2.4		{ 13 2.6		{ 13 2.9		{ 16 3.1		{ 29 7.4		{ 28 7.8							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,030 7.1		{ 7,640 9.0		{ 8,740 10.3		{ 7,560 8.9		{ 5,520 6.5									
	CBS TV	PRICE IS RIGHT-1		PRICE IS RIGHT-2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL									
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,010 5.9		{ 6,450 7.6		{ 6,540 7.7		{ 7,600 7.6*		{ 6,110 7.2		{ 5,010 5.9							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 27 5.6		{ 33 7.4		{ 30 7.4		{ 30* 7.8		{ 25 7.0		{ 21 7.5							
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 7,050 8.3		{ 5,690 6.7		{ 2,040 2.4		{ 2,890 3.4		{ 6,710 7.9		{ 5,260 6.2							
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F (SUS-OP)>		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,110 7.2		{ 4,920 5.8		{ 1,700 2.0		{ 2,460 2.9		{ 5,260 6.2		{ 4,080 4.8							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 33 7.1		{ 25 5.9		{ 8 1.9		{ 11 2.2		{ 21 2.9		{ 17 5.0							
TV HOUSEHOLDS USING TV WK. 1		24.0	25.1	25.3	25.8	26.7	27.5	27.5	28.1	29.4	30.0	29.9	30.2	29.2	28.9	28.7	29.3		
(See Def. 1) WK. 2		21.9	22.4	23.0	23.6	24.8	25.9	26.3	26.9	28.2	29.2	29.4	29.4	28.1	28.3	27.5	28.3		

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.



TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,360 12.2		{ 2,550 3.0		{ 9,510 11.2		{ 8,070 9.5		{ 20 9.7		{ 9,510 11.2		{ 8,070 9.5	
	ABC TV		GENERAL HOSPITAL (TU-F)(OP)		EDGE OF NIGHT										ABC WORLD NEWS TONIGHT (-OP)	
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,240 9.7		{ 2,120 2.5		{ 8,070 9.5		{ 20 9.7		{ 9,510 11.2		{ 8,070 9.5		{ 20 9.7	
	SHARE OF AUDIENCE %		{ 33 9.2		{ 8 2.6		{ 20 9.7		{ 9,510 11.2		{ 8,070 9.5		{ 20 9.7		{ 9,510 11.2	
	AVG. AUD. BY ¼ HR.		{ 9.6* 9.9		{ 9.9* 9.9		{ 2.5 2.6		{ 2.5 2.5		{ 2.5 2.5		{ 2.5 2.5		{ 2.5 2.5	
	TOTAL AUDIENCE (Households (000) & %)		{ 7,900 9.3		{ 3,230 3.8		{ 10,360 12.2		{ 8,070 9.5		{ 20 9.7		{ 10,360 12.2		{ 8,070 9.5	
	CBS TV		GUIDING LIGHT (TU-TH)(SD) (S)(OP)		BODY LANGUAGE (TU-TH) (S)(OP)		(S)(OP)								CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,540 7.7		{ 2,630 3.1		{ 8,910 10.5		{ 22 10.4		{ 10.7 10.7		{ 8,910 10.5		{ 22 10.4	
	SHARE OF AUDIENCE %		{ 26 7.5		{ 10 3.1		{ 10.5 10.5		{ 10.4 10.4		{ 10.7 10.7		{ 10.5 10.5		{ 10.4 10.4	
	AVG. AUD. BY ¼ HR.		{ 7.6* 7.8		{ 7.8* 7.8		{ 3.1 3.1		{ 3.2 3.2		{ 3.2 3.2		{ 3.1 3.1		{ 3.1 3.1	
	TOTAL AUDIENCE (Households (000) & %)		{ 4,160 4.9		{ 8,570 10.1		{ 10,360 12.2		{ 8,070 9.5		{ 20 9.7		{ 10,360 12.2		{ 8,070 9.5	
	NBC TV		SANTA BARBARA (TU-F)(OP)												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,060 3.6		{ 7,470 8.8		{ 10,360 12.2		{ 8,070 9.5		{ 20 9.7		{ 10,360 12.2		{ 8,070 9.5	
	SHARE OF AUDIENCE %		{ 12 3.9		{ 12* 3.5		{ 12* 3.5		{ 12* 3.5		{ 12* 3.5		{ 12* 3.5		{ 12* 3.5	
	AVG. AUD. BY ¼ HR.		{ 3.7* 3.6		{ 3.5* 3.5		{ 3.5* 3.5		{ 3.5* 3.5		{ 3.5* 3.5		{ 3.5* 3.5		{ 3.5* 3.5	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 10,700 12.6		{ 2,460 2.9		{ 9,590 11.3		{ 8,240 9.7		{ 20 9.8		{ 9,590 11.3		{ 8,240 9.7	
	ABC TV		GENERAL HOSPITAL		EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,410 9.9		{ 2,210 2.6		{ 8,240 9.7		{ 20 9.8		{ 9,590 11.3		{ 8,240 9.7		{ 20 9.8	
	SHARE OF AUDIENCE %		{ 33 9.4		{ 8 2.7		{ 20 9.8		{ 9,590 11.3		{ 8,240 9.7		{ 20 9.8		{ 9,590 11.3	
	AVG. AUD. BY ¼ HR.		{ 9.6* 9.9		{ 10.2* 10.2		{ 2.6 2.7		{ 2.4 2.4		{ 2.4 2.4		{ 2.4 2.4		{ 2.4 2.4	
	TOTAL AUDIENCE (Households (000) & %)		{ 7,640 9.0		{ 2,890 3.4		{ 11,630 13.7		{ 8,240 9.7		{ 20 9.8		{ 11,630 13.7		{ 8,240 9.7	
	CBS TV		GUIDING LIGHT (SD)		BODY LANGUAGE										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,200 7.3		{ 2,460 2.9		{ 9,930 11.7		{ 24 11.6		{ 11.8 11.8		{ 9,930 11.7		{ 24 11.6	
	SHARE OF AUDIENCE %		{ 24 6.8		{ 9 2.8		{ 11.7 11.7		{ 11.6 11.6		{ 11.8 11.8		{ 11.7 11.7		{ 11.6 11.6	
	AVG. AUD. BY ¼ HR.		{ 7.0* 7.2		{ 7.5* 7.5		{ 2.9 2.8		{ 3.0 3.0		{ 3.0 3.0		{ 2.9 2.9		{ 2.9 2.9	
	TOTAL AUDIENCE (Households (000) & %)		{ 3,990 4.7		{ 9,080 10.7		{ 11,630 13.7		{ 8,240 9.7		{ 20 9.8		{ 11,630 13.7		{ 8,240 9.7	
	NBC TV		SANTA BARBARA												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,720 3.2		{ 7,810 9.2		{ 11,630 13.7		{ 8,240 9.7		{ 20 9.8		{ 11,630 13.7		{ 8,240 9.7	
	SHARE OF AUDIENCE %		{ 11 3.2		{ 10* 3.4		{ 10* 3.4		{ 10* 3.4		{ 10* 3.4		{ 10* 3.4		{ 10* 3.4	
	AVG. AUD. BY ¼ HR.		{ 3.1* 3.0		{ 3.2* 3.1		{ 3.2* 3.1		{ 3.2* 3.1		{ 3.2* 3.1		{ 3.2* 3.1		{ 3.2* 3.1	

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	29.7	30.8	31.3	32.1	31.4	32.2	32.7	34.1	35.4	37.8	38.7	40.7	42.9	44.8	46.0	47.6
	WK. 2	29.1	30.3	31.2	32.2	31.3	32.6	33.2	35.0	36.8	38.7	39.5	41.5	43.8	45.9	47.4	48.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,970 3.5		4,670 5.5		5,690 6.7		5,860 6.9		6,880 8.1		6,710 7.9	
	ABC TV						PUPPY'S GREAT ADVENTURES (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		WOLF ROCK TV	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,460 2.9		3,910 4.6		4,840 5.7		5,180 6.1		5,940 7.0		5,600 6.6	
	SHARE OF AUDIENCE %	{					24		27		27		23		25		24	
	AVG. AUD. BY ¼ HR.	%					2.5	3.3	4.3	4.9	5.5	5.9	6.1	6.1	6.8	7.2	7.0	6.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,530 1.8				2,380 2.8		5,180 6.1				4,580 5.4		2,970 3.5		3,570 4.2	
	CBS TV		CAPTAIN KANGAROO-SAT				CHARLIE BROWN & SNOOPY SHOW (SD)		SATURDAY SUPERCADÉ				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/R RUNNER 1(B)	
	AVERAGE AUDIENCE (Households (000) & %)	{	680 .8				1,780 2.1		2,890 3.4				3,570 4.2		2,290 2.7		2,720 3.2	
	SHARE OF AUDIENCE %	{	12				18		18				16		10		11	
	AVG. AUD. BY ¼ HR.	%	.5	.5	1.0	1.3	1.8	2.4	3.1	3.3	3.4	3.9	4.0	4.4	2.6	2.9	3.0	3.4
W E K 3	TOTAL AUDIENCE (Households (000) & %)	{					2,460 2.9		3,740 4.4		5,520 6.5		7,130 8.4		8,320 9.8		7,050 8.3	
	NBC TV						FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,870 2.2		2,890 3.4		4,670 5.5		6,370 7.5		6,880 8.1		5,860 6.9	
	SHARE OF AUDIENCE %	{					18		20		26		29		29		25	
	AVG. AUD. BY ¼ HR.	%					1.8	2.5	2.9	3.9	5.1	5.9	7.4	7.6	8.3	7.9	6.9	7.0

W E K 4	TOTAL AUDIENCE (Households (000) & %)	{					2,120 2.5		4,500 5.3		5,350 6.3		6,620 7.8		6,540 7.7		4,840 5.7	
	ABC TV						PUPPY'S GREAT ADVENTURES (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		WOLF ROCK TV	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,610 1.9		3,570 4.2		4,410 5.2		5,520 6.5		5,260 6.2		3,910 4.6	
	SHARE OF AUDIENCE %	{					14		24		22		25		23		16	
	AVG. AUD. BY ¼ HR.	%					1.5	2.3	3.7	4.6	4.8	5.5	6.3	6.6	6.4	5.9	4.5	4.7
W E K 5	TOTAL AUDIENCE (Households (000) & %)	{		1,100 1.3			2,040 2.4		4,580 5.4		6,370 7.5		6,880 8.1				5,260 6.2	
	CBS TV			CAPTAIN KANGAROO- SAT.			SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		SATURDAY SUPERCADÉ				POLE POSITION	
	AVERAGE AUDIENCE (Households (000) & %)	{		850 1.0			1,530 1.8		3,650 4.3		5,180 6.1		4,410 5.2	4.9*		5.4*	4,330 5.1	
	SHARE OF AUDIENCE %	{		11			12		23		26		21	21 *		21 *	18	
	AVG. AUD. BY ¼ HR.	%		.9	1.2		1.6	2.0	3.7	4.9	6.0	6.3	4.9	5.0	5.1	5.6	5.0	5.3
W E K 6	TOTAL AUDIENCE (Households (000) & %)	{					4,410 5.2		3,990 4.7		6,450 7.6		8,150 9.6		8,660 10.2		8,660 10.2	
	NBC TV						SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,140 3.7		2,970 3.5		5,090 6.0		6,960 8.2		7,220 8.5		7,300 8.6	
	SHARE OF AUDIENCE %	{					28		20		26		31		31		31	
	AVG. AUD. BY ¼ HR.	%					3.4	4.1	3.3	3.7	5.7	6.4	7.9	8.6	8.6	8.4	8.6	8.5

TV HOUSEHOLDS USING TV	WK. 1	6.1	6.8	8.1	10.1	12.0	15.1	17.9	19.5	21.4	23.2	25.6	26.8	27.3	28.4	28.1	27.7
(See Def. 1)	WK. 2	7.3	8.8	9.7	11.5	13.8	16.2	18.3	20.5	23.2	24.8	25.8	27.5	27.8	27.4	27.5	27.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,110 7.2		6,200 7.3		5,260 6.2		5,940 7.0							
	ABC TV		NEW SCOOBY-DOO MYSTERIES		LITTLES		ABC WEEKEND SPECIALS		AMERICAN BANDSTAND							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,260 6.2		5,260 6.2		4,670 5.5		3,400 4.0		3.6*		4.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 6.2	6.2	22 6.2	6.2	18 5.4	5.6	14 3.7	12* 3.6		15* 4.4	4.2			
	TOTAL AUDIENCE (Households (000) & %)	{	4,330 5.1		3,650 4.3		10,190 12.0									
	CBS TV		BUGS BUNNY/R RUNNER 2(B)		BUGS BUNNY/R RUNNER 3(B) (SD)				US OPEN TENNIS-SAT-1 MEN'S SEMI-FINALS (12:00-4:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,310 3.9		2,890 3.4		3,230 3.8	3.1*	3,1*		3.5*		4.1*		3.9*	4.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 3.8	4.1	12 3.4	3.5	13 3.3	11* 3.0	11* 3.3	12* 3.6	4.1	14* 4.0	13* 3.9	13* 3.9	13* 3.9	13* 4.1
	TOTAL AUDIENCE (Households (000) & %)	{	5,180 6.1		4,250 5.0		5,010 5.9		4,410 5.2				3,740 4.4	11,970 14.1		
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR				(1) NBC MAJOR LEAGUE BASEBALL (+OP) DETROIT VS TORONTO CALIFORNIA VS CHICAGO WHITE SOX (2:16-5:33PM)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,500 5.3		3,400 4.0		3,910 4.6		3,650 4.3				3,400 4.0	4,330 5.1		4.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 5.4	5.3	14 3.9	4.1	15 4.3	15 4.9	15 4.2	15 4.4			13 4.1	15 3.6	13* 3.9	13* 4.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,860 6.9		6,030 7.1		6,280 7.4		6,030 7.1							
	ABC TV		NEW SCOOBY-DOO MYSTERIES		LITTLES		ABC WEEKEND SPECIALS		AMERICAN BANDSTAND							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,840 5.7		5,180 6.1		4,840 5.7		3,650 4.3		4.3*		4.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 5.3	6.1	21 5.9	6.3	19 5.4	14 6.0	14* 4.5	14* 4.1		14* 4.3	14* 4.1			
	TOTAL AUDIENCE (Households (000) & %)	{	5,520 6.5		4,670 5.5		13,240 15.6									
	CBS TV		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER-SP				CBS COLLEGE FOOTBALL WASHINGTON VS MICHIGAN (12:06-3:12PM)(SD) (+OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,670 5.5		3,910 4.6		4,580 5.4	3.7*	4,3*		5.1*		5.5*		6.6*	6.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 5.6	5.3	16 4.6	4.6	17 3.3	12* 3.8	14* 4.5	14* 4.5	17* 5.4	18* 5.2	18* 5.8	21* 6.6	20* 6.7	20* 6.8
	TOTAL AUDIENCE (Households (000) & %)	{	6,370 7.5		6,030 7.1		5,260 6.2		5,180 6.1							
	NBC TV		KIDD VIDEO		MR. T		GOING BANANAS (SD)		SPIDERMAN AND FRIENDS							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,520 6.5		5,010 5.9		4,250 5.0		4,410 5.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 6.6	6.3	21 6.0	5.8	17 4.9	17 5.0	17 5.1	17 5.3						

TV HOUSEHOLDS USING TV	WK. 1	27.8	28.5	27.9	28.0	28.8	30.1	29.5	29.6	29.5	30.4	29.2	29.1	29.6	30.7	31.0	31.7
(See Def. 1)	WK. 2	27.6	28.7	28.4	29.1	29.7	30.0	29.8	30.1	30.0	29.8	29.6	30.3	31.5	32.1	32.1	32.5

U.S. TV Households: 84,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

For explanation of symbols, See page A.

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{							3,400 4.0		9,250 10.9							
	ABC TV								SPORTSBEAT				ABC WIDE WORLD-SPORTS SP.					
	AVERAGE AUDIENCE (Households (000) & %)	{							2,800 3.3		3,990 4.7							
	SHARE OF AUDIENCE %								9		12							
	AVG. AUD. BY ¼ HR.	%							3.2	3.3	4.8	4.0	4.2	4.7	5.1	5.4		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,180 16.7											
	CBS TV						US OPEN TENNIS-SAT-1 MEN'S SEMI-FINALS (12:00-4:00PM)											
	AVERAGE AUDIENCE (Households (000) & %)	{					6,030 7.1											
	SHARE OF AUDIENCE %						19											
	AVG. AUD. BY ¼ HR.	%	4.0	4.0	4.6	4.6	5.3	5.6	5.9	6.1	6.1	6.5	7.0	8.1	8.2	9.0	8.8	9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															8,490 10.0	
	NBC TV																NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)	{															6,960 8.2	
	SHARE OF AUDIENCE %																19	
	AVG. AUD. BY ¼ HR.	%	4.4	4.7	5.4	5.6	6.1	5.7	5.1	5.2	5.9	5.7	6.0				8.2	8.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,980 20.0											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					6,280 7.4											
	SHARE OF AUDIENCE %						20											
	AVG. AUD. BY ¼ HR.	%					5.6											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,010 5.9		12,230 14.4													8,410 9.9
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,580 5.4		4,670 5.5													7,130 8.4
	SHARE OF AUDIENCE %		17		16													19
	AVG. AUD. BY ¼ HR.	%	5.6	5.4	5.4	5.5	6.0	6.2	7.0	5.3	4.8	4.7	5.2	5.3			8.0	8.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,990 4.7	9,420 11.1														7,130 8.4
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,400 4.0	3,400 4.0														6,030 7.1
	SHARE OF AUDIENCE %		12	11														16
	AVG. AUD. BY ¼ HR.	%	4.0	3.5	3.9	3.9	4.2	3.9	3.6	3.6	4.0	4.3	4.4	4.1			6.7	7.4
TV HOUSEHOLDS USING TV		WK. 1	32.7	33.4	32.5	32.5	33.3	34.0	34.8	36.4	37.0	36.6	37.2	38.6	41.1	42.6	43.5	44.5
(See Def. 1)		WK. 2	32.6	32.7	33.3	33.9	34.7	36.2	36.3	36.1	37.1	38.2	38.8	40.0	41.8	42.9	43.3	43.7

U.S. TV Households: 84,900,000

(1) CBS COLLEGE FOOTBALL POST, CBS, (3:12-3:30PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:18PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 15, 1984



TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1																	
	WK. 2																	
	5.7	6.7	7.8	8.2	9.9	12.0	13.7	16.3	18.2	19.4	20.6	22.0	23.3	23.7	24.3	24.9		
	5.3	6.2	6.8	8.1	10.4	12.6	14.2	15.9	17.7	19.9	22.6	24.4	25.2	25.8	26.9	27.4		

**U.S. TV Households: 84,900,000**

For explanation of symbols, See page A.

DAY SUN. SEPT. 16, 1984

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 9, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,600 6.6																		
	ABC TV	← THIS WEEK-DAVID BRINKLEY →																				
	AVERAGE AUDIENCE (Households (000) & %)			3,740 4.4		4.3*		4.4*														
	SHARE OF AUDIENCE %			15		15 *		15 *														
	AVG. AUD. BY ¼ HR.			4.4		4.3		4.5		4.3												
	TOTAL AUDIENCE (Households (000) & %)							6,200 7.3		22,580 26.6												
	CBS TV							(1) (-OP)		← CBS NFL FOOTBALL GAME 1 ~VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST(OP) →												
	AVERAGE AUDIENCE (Households (000) & %)							4,920 5.8		11,460 13.5												
	SHARE OF AUDIENCE %							20		36		10.7* 32 *		12.7* 35 *		13.7* 36 *						
	AVG. AUD. BY ¼ HR.							5.2		7.5		9.8		11.5		12.4		13.1	14.0	13.3	13.1	14.2
	TOTAL AUDIENCE (Households (000) & %)					2,290 2.7		3,650 4.3		11,380 13.4												
	NBC TV					MEET THE PRESS		NFL '84-NBC		← NFL FOOTBALL GAME 1-NBC ~VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST →												
	AVERAGE AUDIENCE (Households (000) & %)					2,040 2.4		2,800 3.3		4,080 4.8		4.2* 13 *		4.9* 13 *		5.2* 14 *		4.5* 12 *				
	SHARE OF AUDIENCE %					9		11		13		4.6		4.7		5.0		5.3		4.6	4.3	
	AVG. AUD. BY ¼ HR.					2.3		2.5		3.1		3.4		3.8		4.8		4.7		5.0		4.6

TOTAL AUDIENCE (Households (000) & %)				4,840 5.7													
ABC TV		← THIS WEEK-DAVID BRINKLEY →															
AVERAGE AUDIENCE (Households (000) & %)				3,060													
SHARE OF AUDIENCE %				3.6		3.4*				3.9*							
AVG. AUD. BY ¼ HR.				12		12 *				13 *							
				3.1		3.7		3.7		4.0							
TOTAL AUDIENCE (Households (000) & %)								7,050 8.3		23,520 27.7							
CBS TV								(2) (-OP)								CBS NFL FOOTBALL GAME 1 ~VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST(OP)	
AVERAGE AUDIENCE (Households (000) & %)								5,600 6.6		10,700 12.6							
SHARE OF AUDIENCE %								22		35		10.3*		11.5*		13.0*	
AVG. AUD. BY ¼ HR.								6.1		8.1		9.9		10.6		11.9	
												11.0		13.0		13.2	
														11.3		13.2	
TOTAL AUDIENCE (Households (000) & %)						2,970 3.5		5,260 6.2		20,630 24.3							
NBC TV				RELIGIOUS SERIES (RUS)		MEET THE PRESS		NFL '84-NBC								NFL FOOTBALL GAME 1-NBC ~VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST	
AVERAGE AUDIENCE (Households (000) & %)						2,380 2.8		3,480 4.1		8,740 10.3							
SHARE OF AUDIENCE %						10		14		28		8.6*		10.4*		11.3*	
AVG. AUD. BY ¼ HR.						2.7		2.9		3.8		4.5		7.7		9.4	
										10.1		10.9		11.4		11.7	
														10.2		10.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.1	26.8	28.0	28.4	29.1	29.4	30.1	31.4	33.4	35.4	36.7	37.8	39.1	39.4	39.0
		WK. 2	28.0	28.0	28.6	29.6	28.6	29.0	30.1	31.1	32.6	34.2	34.2	34.9	35.5	36.7	37.0

U.S. TV Households: 84,900,000

(1) CBS NFL TODAY, CBS, (12:30-12:58PM)

(2) CBS NFL TODAY, CBS, (12:30-12:58PM)

For explanation of symbols, See page A.

DAY SUN. SEPT. 16, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																10,020 11.8 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																8,070
	SHARE OF AUDIENCE %																	9.5
	AVG. AUD. BY ¼ HR. %																	20 8.8 10.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,300 19.2											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					5,600											
	SHARE OF AUDIENCE %						6.6											
	AVG. AUD. BY ¼ HR. %						6.6											
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					23,940 28.2											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,870											
	SHARE OF AUDIENCE %						6.0*											
	AVG. AUD. BY ¼ HR. %						6.2											
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					6,030 7.1											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,780											
	SHARE OF AUDIENCE %						2.1											
	AVG. AUD. BY ¼ HR. %						2.3											
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					26,830 31.6											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,440											
	SHARE OF AUDIENCE %						14.1*											
	AVG. AUD. BY ¼ HR. %						14.3											
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					3,650 4.3											
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,310											
	SHARE OF AUDIENCE %						10.2*											
	AVG. AUD. BY ¼ HR. %						10.5											
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	39.6	39.7	40.0	41.1	41.4	41.6	40.7	40.3	40.4	41.0	42.0	43.8	45.3	46.7	48.5	49.4
		WK. 2	37.6	38.0	38.6	39.1	39.8	39.8	39.2	39.4	40.4	41.3	41.7	43.0	44.9	46.9	48.4	49.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.38AM	+GRID	30,650	36.1	16,050	18.9	37			30,730	36.2	14,260	16.8	31		
	2	9.00-12.32AM	+GRID														
		11.00							18.5							14.5	
		11.15							18.2							15.2	
		11.30							19.1							15.7	
		11.45							17.4							14.7	
		12.00							16.5							13.9	
		12.15							15.6							12.7	
		12.30							12.8							9.9	
ABC ABC BUSINESS BRIEF-MON	1	10.55-10.56PM	10.45	15,370	18.1	15,370	18.1	32	18.1								
EVENING TUESDAY																	
NBC MARCO POLO, PART III(S)	2	9.30-11.30PM	+GRID								15,370	18.1	8,570	10.1	18	10.1	
		11.00														9.1	
		11.15													9.6*	20*	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	9,850	11.6	9,850	11.6	20	11.6		12,310	14.5	12,310	14.5	25	14.5	
NBC NBC NEWS DIGEST-WED(B)	1	8.58- 8.59PM	8.45	6,880	8.1	6,880	8.1	14	8.1								

EVENING THURSDAY																	
ABC ABC NFL FOOTBALL SPECIAL(S)	1	9.00-12.12AM	+GRID	25,300	29.8	11,550	13.6	26									
		11.00							14.5								
		11.15							13.3								
		11.30							12.7								
		11.45							11.8								
		12.00							11.1								
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.43- 8.44PM	8.30	8,490	10.0	8,490	10.0	20	10.0		12,400	14.6	12,400	14.6	26	14.6	
	2	8.41- 8.42PM	8.30														
NBC NBC MAJOR LGE. PRE-FRI(S)	1	8.00- 8.17PM	+GRID	7,050	8.3	6,540	7.7	17									
		8.15							8.0								
NBC NBC MAJOR LGE. BSBL-FRI(S)	1	8.17-11.18PM	+GRID	17,150	20.2	7,050	8.3	16									
		11.00							8.2								
		11.15							1.0								
		11.30							<<								
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.51- 8.52PM	8.45	7,470	8.8	7,470	8.8	17	8.8		10,870	12.8	10,870	12.8	24	12.8	
	2	8.58- 8.59PM	8.45														
ABC ABC NEWSBRIEF-SAT.	1	9.57- 9.58PM	9.45	7,050	8.3	7,050	8.3	15	8.3		12,400	14.6	11,970	14.1	25	14.1	
	2	9.57- 9.59PM	9.45														
CBS NEWSBREAK-SAT.	2	8.57- 8.59PM	8.45								6,620	7.8	6,200	7.3	14	7.3	
	1	11.15-11.17PM	11.15	7,220	8.5	6,880	8.1	17	8.1		9,510	11.2	9,510	11.2	21	11.2	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	7,730	9.1	7,730	9.1	17	9.1								



DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SATURDAY-CONT'D																			
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	8,910	10.5	8,910	10.5	19	10.5										
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	8.32- 8.33PM	8.30	11,970	14.1	11,970	14.1	23	14.1			11,210	13.2	11,210	13.2	22	13.2		
	2	8.34- 8.35PM	8.30																
ABC ABC NEWSBRIEF-SUN.	1	10.00-10.01PM	10.00	16,220	19.1	16,220	19.1	32	19.1			7,300	8.6	7,300	8.6	14	8.6		
	2	10.52-10.53PM	10.45									26,830	31.6	10,440	12.3	29	16.8*	34*	17.7
CBS CBS NFL FOOTBALL GAME 2	2	3.58- 7.24PM	-GRID 7.15									27,850	32.8	18,680	22.0	39	23.9*	40*	22.7
CBS 60 MINUTES	2	7.20- 8.20PM	-GRID 8.15									27,420	32.3	19,530	23.0	36	25.4*	39*	23.1
CBS E/R-SPECIAL(S)	2	8.20- 9.20PM	-GRID 9.15																
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	12,230	14.4	12,230	14.4	23	14.4			17,490	20.6	17,490	20.6	32	20.6		
	2	9.18- 9.19PM	9.15									26,660	31.4	16,560	19.5	33	17.8*	37*	16.3
CBS SPECIAL MOVIE PRSNT-SUN(S)	2	9.20-11.20PM	-GRID 11.15																
NBC NFL FOOTBALL GAME 2-NBC	1	4.19- 7.26PM	-GRID 7.30	23,940	28.2	10,870	12.8	29	6.1										

NBC KNIGHT RIDER(B)	2	8.00- 8.19PM	-GRID 8.15									9,170	10.8	8,150	9.6	16	10.3		
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45									10,440	12.3	10,440	12.3	20	12.3		
	1	9.43- 9.44PM	9.30	7,640	9.0	7,640	9.0	14	9.0			16,980	20.0	16,980	20.0	31	20.0		
NBC NBC NEWS DIGEST-2-SUN.	2	9.58- 9.59PM	9.45																
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F			8.45 9.45 10.00 10.15	10,020	11.8	10,020	11.8	20	14.5 10.6	M-F W & F		14,600	17.2	14,690	17.3	29	19.2 15.8 18.6	M-F TU-TH FRI.	
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30 11.45	6,110	7.2	4,750	5.6	15	6.2 5.0	TUE. W & F W & F		6,370	7.5	5,090	6.0	17	6.7 5.3	TU-F TU-F	
ABC ABC NEWS:NIGHTLINE SPEC.(S)	1	11.30-12.30AM	11.30 11.45 12.00 12.15	6,370	7.5	3,650	4.3 5.2*	14 15*	6.0 4.4 3.7 3.0	TUE. TUE. TUE. TUE.									
ABC ABC ROCKS		12.00-12.32AM	12.00 12.15 12.30	2,720	3.2	2,040	2.4	8	2.6 2.2 2.4	FRI. FRI. FRI.		2,550	3.0	1,870	2.2	7	2.5 2.0 1.6	FRI. FRI. FRI.	
ABC EYE ON HOLLYWOOD		12.00-12.30AM	12.00 12.15	1,700	2.0	1,440	1.7	7	1.9 1.4	WED. WED.		2,290	2.7	1,700	2.0	7	2.2 1.8	TU-TH TU-TH	
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.42- 1.12AM	12.30 12.45 1.00	3,140	3.7	2,720	3.2	16	3.8 3.3 2.8	THU. THU. THU.									
ABC ABC NEWS:NIGHTLINE-MON CONT'D	1	1.08- 1.38AM	1.00	4,330	5.1	3,230	3.8	23	4.8	MON.									

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-MON-CONT'D	2	1.02- 1.32AM	1.00 1.15 1.30						3.7 3.2	MON. MON.		2,720	3.2	2,380	2.8	16	3.1 2.7 2.7	MON. MON. MON.	
CBS NEWSBREAK-M-F		8.58- 8.59PM	8.45	8,320	9.8	8,320	9.8	17	9.8	M-F		7,980	9.4	7,980	9.4	16	9.4	M-F	
CBS CAMPAIGN '84	2	11.30-12.00MD	11.30 11.45									3,740	4.4	2,890	3.4	10	3.8 3.1	TUE. TUE.	
CBS LATE MOVIE I	2	>	11.30 11.45 12.00 12.15 12.30 12.45 1.00									6,200	7.3	4,080	4.8	16	5.8 5.3 4.6 4.4 4.4 4.1* 3.7*	M-F M-F M-F M-F M-F M-F TUE.	
	2	VARIOUS TIMES (SUS)																	
CBS US OPN TENNIS HILITES-FRI(S)	1	11.30-12.00MD	11.30 11.45	4,750	5.6	3,650	4.3	11	4.8 3.8	FRI. FRI.									
CBS US OPN TENNIS HILITES-MON(S)	1	11.30-12.00MD	11.30 11.45	4,330	5.1	3,310	3.9	11	4.3 3.4	MON. MON.									
CBS US OPN TENNIS HILITES-THU(S)	1	11.30-12.00MD	11.30	4,580	5.4	3,820	4.5	13	4.8	THU.									

CBS US OPN TENNIS HILITES-TUE(S)	1	11.30-12.00MD	11.30 11.45	4,160	4.9	3,480	4.1	12	4.2 4.6 3.6	THU. TUE. TUE.									
CBS US OPN TENNIS HILITES-WED(S)	1	11.30-12.00MD	11.30 11.45	4,410	5.2	3,400	4.0	11	4.6 3.3	WED. WED.									
CBS LATE MOVIE I	1	>	12.00 12.15 12.30 12.45 1.00 1.15	4,250	5.0	2,630	3.1 3.2*	13 12*	3.2 3.2 3.2 2.9 2.7 2.3	M-F M-F M-F M-F M-F M-F									
	1	VARIOUS TIMES (SUS)							2.6*	15*									
CBS LATE MOVIE II	2	>	12.30 12.45									3,570	4.2	2,800	3.3 3.5*	18 17*	3.7 3.4	M-F M-F	
	1	>	1.00 1.15 1.30 1.45	2,460	2.9	1,870	2.2 2.4*	15 15*	2.6 2.3 2.2 2.0	M-F M-F M-F M-F					3.0* 3.4*	18* 24*	3.1 3.4	M-F TUE.	
		VARIOUS TIMES (SUS)																	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	1,020	1.2	850	1.0	11	1.1 .9	M-THSU M-THSU		1,610	1.9	1,360	1.6	18	1.6 1.5	MWTHSU MWTHSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30 2.45 3.00 3.15 3.30	1,780	2.1	760	.9	18	1.2 1.1 1.0 1.0 .9	M-THSU M-THSU M-THSU M-THSU M-THSU		2,550	3.0	1,100	1.3	25	1.7 1.7 1.5 1.4 1.4	M-THSU M-THSU M-THSU M-THSU M-THSU	
CONT'D																			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVERNING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS NIGHTWATCH-2-CONT'D			3.45					.9*	18*	.9	M-THSU					1.3*	25*	1.3	M-THSU
			4.00					.8		.8	M-THSU					1.2		1.2	M-THSU
			4.15					.7*	16*	.7	M-THSU					1.2*	27*	1.1	M-THSU
			4.30					.8		.8	M-THSU					1.2		1.2	M-THSU
			4.45					.8*	19*	.8	M-THSU					1.1*	26*	1.2	M-THSU
			5.30					.9		.9	M-THSU					1.2		1.2	M-THSU
			5.45					.9*	22*	.9	M-THSU					1.2*	26*	1.2	M-THSU
NBC NBC NEWS DIGEST-M-F	1	>	8.15	8,570	10.1	8,570	10.1	18	5.5	MTUTHF								9.3	M-F
	2	>	8.45						12.0	M & TU	8,150	9.6	8,150	9.6	16	9.3		9.2	M-F
			9.00															9.2	TUWF
			9.15						11.0	THU.								11.4	TUWF
NBC NBC NEWS DIGEST-2-M-F	2	>	9.30								7,300	8.6	7,300	8.6	14	9.0		9.0	MWF
	1	9.58- 9.59PM	9.45	9,250	10.9	9,250	10.9	18	10.9	TU&TH								8.4	MWF
NBC LAROCHE-POLITICAL(S)	1	11.30-12.00MD	11.30	4,750	5.6	3,400	4.0	11	4.7	MON.									
			11.45						3.3	MON.									
NBC TONIGHT SHOW		>	11.30	7,980	9.4	4,750	5.6	19	8.1	M-F	7,900	9.3	5,090	6.0	19	7.0		7.0	M-F
			11.45					7.5*	22*	TU-F								6.3	MWTHF
			12.00						5.5	M-F								6.0	M-F
			12.15					5.0*	18*	M-F								5.2	M-F
			12.30						3.9	M & F								5.8	TUE.

NBC DAVID LETTERMAN I	>	12.45				3.2*	14*	3.4	M & F				5.5*	23*	5.2	TUE.	
		12.30	2,630	3.1	2,290	2.7	14	3.3	M-TH	2,970	3.5	2,550	3.0	15	3.0	M-TH	
		12.45						2.8	TU-TH						2.6	MWTH	
		1.00						1.6	MON.						3.6	TUE.	
		1.15						1.5	MON.						3.1	TUE.	
NBC FRIDAY NIGHT VIDEOS	2 12.30- 2.00AM	12.30								4,670	5.5	2,210	2.6	13	4.0	FRI.	
	1 12.46- 2.16AM	12.45	5,260	6.2	2,890	3.4	17	4.4	FRI.				3.4*	14*	2.8	FRI.	
		1.00						3.9	FRI.						2.7	FRI.	
		1.15				3.7*	17*	3.5	FRI.				2.4*	12*	2.2	FRI.	
		1.30						3.0	FRI.						2.0	FRI.	
		1.45				2.9*	16*	2.9	FRI.				2.0*	14*	2.1	FRI.	
		2.00						2.7	FRI.								
		2.15				2.7*	19*	2.5	FRI.								
NBC DAVID LETTERMAN II	>	1.00	1,950	2.3	1,700	2.0	14	2.4	M-TH	2,290	2.7	1,950	2.3	15	2.5	M-TH	
		1.15						2.1	TU-TH						2.1	MWTH	
		1.30						1.3	MON.						2.5	TUE.	
		1.45						1.1	MON.						2.3	TUE.	
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	850	1.0	850	1.0	14	1.0	M-F	1,190	1.4	1,100	1.3	14	1.3	M-F
ABC ABC WORLD NEWS 6:45AM(B)	1	6.45- 7.00AM	6.45	680	.8	680	.8	12	.8	MON.							
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,700	2.0	1,610	1.9	16	1.9	TU-F	1,950	2.3	1,780	2.1	16	2.1	M-F
ABC GOOD MORN AMER-MON-730(B)	1	7.30- 8.00AM	7.30	1,870	2.2	1,530	1.8	15	1.5	MON.							
			7.45						2.0	MON.							
ABC GOOD MORN AMER-MON-830(B)	1	8.30- 9.00AM	8.30	2,550	3.0	2,290	2.7	12	2.6	MON.							
			8.45						2.8	MON.							
ABC FLIGHT-DISCOVERY-LANDING(S)	1	9.36- 9.42AM	9.30	5,770	6.8	5,430	6.4	30	6.4	WED.							

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
ABC PRES. REAGAN'S NEWS CONF(SUS)	2	12.00-12.18PM	12.00														TUE.
ABC RYAN'S HOPE-MON(B)	1	12.30- 1.00PM	12.30 12.45	3,990	4.7	3,140	3.7	11	3.5 4.0	MON. MON.							
ABC ABC DAYTIME NEWSBRIEF(SUS)	2	12.57-12.59PM	12.45														FRI.
ABC ABC DAYTIME NEWSBRIEF-2(SUS)	1	12.57-12.59PM	12.45							THU.							
ABC ALL MY CHILDREN-MON(B)	1	1.00- 2.00PM	1.00 1.15 1.30 1.45	8,570	10.1	6,540	7.7	21	6.9 7.6 8.2 8.1	MON. MON. MON. MON.							
ABC ONE LIFE TO LIVE-MON(B)	1	2.00- 3.00PM	2.00 2.15 2.30 2.45	7,050	8.3	5,090	6.0	16	6.3 6.0 5.9 5.9	MON. MON. MON. MON.							
ABC ABC DAYTIME NEWSBRIEF(B)	1	2.57- 2.59PM	2.45	5,350	6.3	5,180	6.1	17	6.1	MON.							
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	2.45	7,390	8.7	6,790	8.0	29	8.1	TU-F							
ABC GENERAL HOSPITAL-MON(B)	2	2.57- 2.59PM	2.45														
	1	3.00- 4.00PM	3.00 3.15 3.30	8,070	9.5	6,110	7.2	20	7.1 7.5 7.3	MON. MON. MON.	7,470	8.8	7,300	8.6	31	8.6	M-F

ABC ABC WORLD NEWS TONIGHT	1	>	3.45 6.45 7.00 7.15	9,510	11.2	8,070	9.5	20	6.9 9.6 9.1 9.2	MON. M-F TU-F MON.							
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,530	1.8	1,190	1.4	18	1.2 1.6	M-F M-F	1,780	2.1	1,360	1.6	17	1.4 1.8	M-F M-F
CBS CBS MORNING NEWS 1-MON(B)	1	7.30- 8.00AM	7.30 7.45	1,700	2.0	1,440	1.7	14	1.7 1.7	MON. MON.							
CBS CBS MORNING NEWS 2-MON(B)	1	8.30- 9.00AM	8.30 8.45	2,720	3.2	2,120	2.5	11	2.3 2.7	MON. MON.							
CBS PRICE IS RIGHT 1-MON(B)	1	11.00-11.30AM	11.00 11.15	5,860	6.9	4,840	5.7	17	5.5 6.0	MON. MON.							
CBS US OPN TENNIS(FRI) 11:00A(S)	1	11.00-12.11PM	11.00 11.15 11.30 11.45 12.00	5,090	6.0	2,290	2.7 2.9*	13 15*	3.1 2.7 2.7 2.5 2.6	FRI. FRI. FRI. FRI. FRI.							
CBS PRICE IS RIGHT 2-MON(B)	1	11.30-12.00NN	11.30 11.45	6,790	8.0	5,770	6.8	19	6.7 7.0	MON. MON.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,520	6.5	5,260	6.2	23	6.2	M-TH	5,690	6.7	5,520	6.5	28	6.5	M-F
CBS US OPEN TENNIS(MON)(S)	1	12.30- 5.59PM	12.30 12.45 1.00 1.15 1.30	11,720	13.8	3,060	3.6 3.4*	10 10*	3.7 3.1 3.1 3.4 3.9	MON. MON. MON. MON. MON.							
CONT'D																	



				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
CBS US OPEN TENNIS(MON)(S)-CONT'D																	
			1.45					3.7*	10*	3.5	MON.						
			2.00							3.6	MON.						
			2.15					3.6*	10*	3.5	MON.						
			2.30							3.9	MON.						
			2.45					3.8*	10*	3.7	MON.						
			3.00							3.5	MON.						
			3.15					3.5*	9*	3.4	MON.						
			3.30							3.4	MON.						
			3.45					3.5*	10*	3.6	MON.						
			4.00							3.8	MON.						
			4.15					3.8*	11*	3.8	MON.						
			4.30							3.4	MON.						
			4.45					3.4*	9*	3.4	MON.						
			5.00							3.9	MON.						
			5.15					3.8*	10*	3.7	MON.						
			5.30							3.8	MON.						
			5.45					3.7*	9*	3.6	MON.						
CBS US OPN TENNIS(FRI) 12:42P(S)	1	12.42- 4.59PM	12.30	9,340	11.0	2,120	2.5	9	2.4	FRI.							
			12.45				2.2*	9*	2.1	FRI.							
			1.00						2.2	FRI.							

			1.15			2.2*	9*	2.3	FRI.								
			1.30					2.4	FRI.								
			1.45			2.3*	9*	2.3	FRI.								
			2.00					2.3	FRI.								
			2.15			2.3*	9*	2.3	FRI.								
			2.30					2.1	FRI.								
			2.45			2.0*	8*	1.9	FRI.								
			3.00					2.2	FRI.								
			3.15			2.4*	9*	2.5	FRI.								
			3.30					2.5	FRI.								
			3.45			2.7*	9*	2.8	FRI.								
			4.00					3.1	FRI.								
			4.15			3.0*	10*	2.9	FRI.								
			4.30					3.1	FRI.								
			4.45			2.9*	9*	2.8	FRI.								
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,690	6.7	5,430	6.4	21	6.4	TU-TH	5,180	6.1	4,920	5.8	18	5.8	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,780	2.1	1,360	1.6	15	1.2	TU-F	1,870	2.2	1,360	1.6	14	1.3	M-F
			6.45						1.8	TU-F						1.9	M-F
NBC NBC NEWS AT SUNRISE(B)	1	6.30- 7.00AM	6.30	420	.5	420	.5	8	<<	MON.							
			6.45						.6	MON.							
NBC TODAY SHOW-7.30AM(B)	1	7.30- 8.00AM	7.30	2,040	2.4	1,610	1.9	15	1.9	MON.							
			7.45						1.9	MON.							
NBC TODAY SHOW-8.30AM(B)	1	8.30- 9.00AM	8.30	3,990	4.7	3,230	3.8	16	3.4	MON.							
			8.45						4.1	MON.							
NBC WHEEL OF FORTUNE(B)	1	11.00-11.30AM	11.00	6,960	8.2	5,940	7.0	21	7.2	MON.							
			11.15						6.8	MON.							
NBC SCRABBLE(B)	1	11.30-12.00NN	11.30	5,940	7.0	5,010	5.9	17	5.8	MON.							
CONT'D																	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC SCRABBLE(B)-CONT'D			11.45						5.9	MON.									
NBC REAGAN NEWS CONF-NBC(SUS)	2	12.00-12.18PM	12.00																TUE.
NBC DAYS OF OUR LIVES-MON(B)	1	1.00- 2.00PM	1.00	6,710	7.9	4,670	5.5	15	6.2	MON.									
			1.15				6.0*	16*	5.7	MON.									
			1.30						5.2	MON.									
			1.45				5.1*	14*	5.0	MON.									
NBC ANOTHER WORLD(B)	1	2.00- 3.00PM	2.00	4,580	5.4	3,400	4.0	11	3.5	MON.									
			2.15				3.8*	10*	4.0	MON.									
			2.30						4.2	MON.									
			2.45				4.2*	11*	4.1	MON.									
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,160	4.9	4,160	4.9	16	4.9	MWF									
NBC SANTA BARBARA(B)	1	3.00- 4.00PM	3.00	3,480	4.1	2,460	2.9	8	2.8	MON.	3,230	3.8	3,230	3.8	14	3.8	MWF		
			3.15				2.8*	8*	2.8	MON.									
			3.30						3.0	MON.									
			3.45				3.0*	8*	3.0	MON.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,230	3.8	2,890	3.4	26	3.4		2,890	3.4	2,210	2.6	18	2.6			
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	5,770	6.8	5,180	6.1	23	6.1		5,770	6.8	5,090	6.0	22	6.0			
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	6,710	7.9	5,940	7.0	25	7.0		4,920	5.8	4,330	5.1	19	5.1			

ABC CFA COLLEGE FOOTBALL-PRE	2	3.30- 3.43PM	3.30									4,500	5.3	4,410	5.2	16	5.2		
CBS IN THE NEWS- 8:26AM		8.26- 8.29AM	8.15	2,380	2.8	2,120	2.5	17	2.5		2,290	2.7	1,870	2.2	13	2.2			
CBS IN THE NEWS- 8:56AM	2	8.56- 8.59AM	8.45								4,840	5.7	4,250	5.0	25	5.0			
CBS IN THE NEWS- 9:56AM	1	9.56- 9.59AM	9.45	3,740	4.4	3,310	3.9	15	3.9										
CBS IN THE NEWS-10:26AM	1	10.26-10.29AM	10.15	2,630	3.1	2,460	2.9	10	2.9										
CBS IN THE NEWS-11:26AM	2	11.26-11.29AM	11.15								4,250	5.0	3,820	4.5	16	4.5			
CBS IN THE NEWS-11:56AM(B)	1	11.56-11.59AM	11.45	3,230	3.8	2,970	3.5	13	3.5										
CBS CBS COLLEGE FOOTBALL	2	12.06- 3.12PM	+GRID 3.00								13,240	15.6	4,580	5.4	17 6.7*	21*	6.7		
CBS CBS COLLEGE FOOTBALL PRE	2	12.00-12.06PM	12.00								4,500	5.3	3,140	3.7	12	3.7			
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,380	2.8	2,290	2.7	20	2.7		3,570	4.2	3,310	3.9	27	3.9			
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,650	4.3	3,570	4.2	24	4.2		3,990	4.7	3,650	4.3	23	4.3			
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,540	7.7	6,370	7.5	27	7.5		7,220	8.5	6,880	8.1	29	8.1			
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,430	6.4	5,260	6.2	23	6.2		6,880	8.1	6,450	7.6	27	7.6			
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	4,160	4.9	4,080	4.8	16	4.8		4,840	5.7	4,410	5.2	17	5.2			
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.16PM	+GRID 2.15	3,740	4.4	3,400	4.0	13											
	2	3.00- 3.18PM	+GRID 3.15						3.9		3,990	4.7	3,400	4.0	12		3.7		
DAY SUNDAY																			
CBS CBS NFL TODAY		12.30-12.58PM	+GRID 12.45	6,200	7.3	4,920	5.8	20	6.5		7,050	8.3	5,600	6.6	22		7.2		
CBS CBS NFL FOOTBALL GAME 1 CONT'D	1	12.58- 4.13PM	+GRID	22,580	26.6	11,460	13.5	36											

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY SUNDAY-CONT'D																			
CBS CBS NFL FOOTBALL GAME 1-CONT'D	2	12.58- 4.09PM	→GRID																
			3.30															14.0	
			3.45															14.0	
			4.00															8.9	
			4.15															2.2	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.13PM	→GRID	11,380	13.4	4,080	4.8	13											
	2	1.00- 4.28PM	→GRID																
			4.15																
			4.30																